TikTok on Disney+ Code of Conduct

In order to be eligible for the TikTok on Disney+ Creator Program, all participants must comply with the Code of Conduct. These programs provide access to exclusive opportunities designed to recognize and celebrate creators who share in Disney fandom. Participation in these programs is never guaranteed.

In addition, all participants must comply with the Disney+ Terms of Service, the Community Guidelines and Terms of Service from the platform on which the content originated, as well as any other agreed-upon creator or program-specific terms.

Creators are expected to demonstrate a standard of conduct, on and off platform, that prioritizes the safety of the Disney community and preserves the trust of fellow Disney fans. Conduct that is likely to damage the integrity of The Walt Disney Company, its affiliates, partners, suppliers, or customers is not compatible with program participation.

The following behaviors are prohibited. This list is illustrative, but is not exhaustive:

- **Intellectual Property Violations.** Copyright infringement, including creating unauthorized merchandise or otherwise breaching Disney+ intellectual property rights.
- **Bullying, Targeting and Misconduct.** Using one's platform to target, intimidate, bully, harass or demean others, including exposing personal information or intimate imagery without consent, sexual harassment, stalking, doxxing, blackmail or physical threats.
- **Risky, Harmful and Violent Conduct.** Engaging in, promoting, or directing others towards behavior that could cause harm to people, animals, or spaces. This includes inciting acts of violence, demonstrating or encouraging harmful behaviors that could be imitated by others, stunts or dangerous activities, the cruelty or exploitation of people or animals, or any conduct that risks the safety or wellbeing of minors. This also includes engaging in or promoting sexual misconduct, the solicitation of minors and non-consensual activity. This also includes encouraging, normalizing or glamorizing self-harm behavior, such as self-injury, content that promotes disordered eating, or dangerous activities.
- **Hateful and Criminal Conduct.** Promoting or encouraging hate speech or hateful ideologies. This includes membership of a hateful organization or movement. Affiliation with a criminal or violent extremist organization is also included, as is personal involvement in criminal or fraudulent activities, including violations of intellectual property rights.
- **False Representations.** Engaging in conduct designed to mislead audiences, the platform or partners. This includes, but is not limited to, impersonation, misinformation and fraudulent schemes.
- **Exploitation of a Crisis.** Making false claims or presenting sensitive topics in an inflammatory or polarizing manner, including the exploitation of a conflict, crisis or tragedy.
- **Undermining Program Integrity.** Engaging in activities intended to either unfairly gain advantage or disadvantage others on Disney+. This includes gaming program mechanics, using means to bypass program rules or circumvent Disney+ systems.

TWDC retains sole discretion in determining whether a creator has violated the Code of Conduct. Violations of the policy or the Community Guidelines of participating platform partners may lead to restriction from programs, removal of your content from Disney+ services, and exclusion from other company activities. TWDC reserves the right to review creators and content for ongoing adherence to these standards.