



Stéphane Perrault  
Chief Electoral Officer  
Elections Canada  
30 rue Victoria  
Gatineau, Quebec  
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March 21, 2025

Dear Mr. Perrault,

On behalf of TikTok Canada, I thank you for your letter dated February 20, 2025. We greatly appreciate the partnership of Elections Canada as we work towards our collective objective of educating Canadians about the upcoming general election and securing the integrity of Canada's democratic processes.

With Elections Canada's support, we have developed a bilingual, in-app *Election Centre* that will provide Canadians with authoritative information, authenticated by Elections Canada, on when and where to vote and how to cast their ballot. This year we are proud to also be providing access to Elections Canada's resources in 16 Indigenous languages. Entry points to the *Election Centre* will appear on election related content throughout TikTok, including videos, livestreams, and search results.

The *Election Centre* is a central part of TikTok Canada's overall approach to election integrity, which has involved months of preparations and continuing work to localize our global approach to elections for Canada's culture, languages, politics, and electoral system. There are six core pillars to how we protect the integrity of our platform during elections:

1. **We protect the integrity of elections by removing harmful misinformation about civic and electoral processes.** This includes misinformation about civic and electoral processes (regardless of intent), and manipulated or AI-generated content that could mislead people about things that happened in the real world, or that depicts public figures endorsing political views or being bullied or harassed.
2. **We prohibit paid political and issue ads and don't allow accounts belonging to politicians, governments or political parties to make money on TikTok.** This includes prohibiting branded partnerships, also known as "influencer marketing," where a creator is paid to post political content.
3. **We partner with more than 20 IFCN-accredited, independent fact-checkers to assess the accuracy of content.** In Canada, we partner with Politifact for fact-checking in French and English.
4. **We may label claims that can't be verified, prompt people to reconsider before sharing them, or make them ineligible for recommendation to For You feeds to minimize the spread of potential misinformation and warn our community to think about information sources.** This would include things like unverified claims about election results, or emergencies/unfolding events.

5. **We help people get information from trusted sources so that they can separate fact from fiction.** The *Election Centre* is central to this work, as we seek to elevate authoritative information on the voting process to Canadians.
6. **We partner with experts so that we can counter emerging threats and help maintain the integrity of elections around the world.** This includes a recent session convened by the *Samara Centre for Democracy* where academics and experts from across Canada were briefed on our election integrity plan and provided valuable feedback to our Trust & Safety team.

Locally, we have also been prioritizing engagement with your partner agencies and departments, including the Office of the Commissioner of Canadian Elections, and Global Affairs Canada's Rapid Response Mechanism, to brief them on these efforts and ensure open lines of communication throughout the election should any urgent concerns arise.

Thank you for sharing your recommendations to Parliament from your recent reports. We share your position on the transparency of platforms in their content moderation policies. TikTok's [Community Guidelines](#) outline for users what is and is not allowed on our platform, and we publish quarterly [Community Guidelines Enforcement Reports](#) that provide extensive insights and data about the number of videos that were removed for violating those policies. This data can be downloaded by the public, and is broken down by country, time-period, and policy violation. Additionally, we produce a separate [monthly report disclosing covert influence operations](#) that we disrupt on our platform.

We also share your perspective over the potential risk to elections and civic processes from AI-generated and edited content. While these tools can be used to create entertaining and creative content, our Community Guidelines do not allow users to post manipulated content that could mislead people about things that happened in the real world (such as fake authoritative sources or crisis events). This is why we also require creators to label any realistic AI-generated content, and we've built first-of-their kind tools to help users do this easily. We also fully prohibit any AI-generated content of public figures if it depicts them endorsing a product or political view, regardless of whether it is labelled as AI.

Protecting the integrity of TikTok's platform for the 14 million Canadians who use it is a critical task that requires collaboration and partnership with stakeholders, and we are very grateful for Elections Canada's constructive approach to working with our team. Please do not hesitate to reach out to us throughout the election period with any questions or concerns, and we would be pleased to meet with you following the election to share insights on the efficacy of our efforts and what we observed during the election period.

Sincerely,



Steve de Eyre  
Director, Public Policy & Government Affairs  
TikTok Canada