



Digital safety guide

TikTok privacy & security



The settings that keep your account, your videos, and your personal details to yourself. Go one section at a time — no need to do it all at once.

Before you start

Find Settings	Tap Profile (bottom right), then the menu button (three lines, top right), then Settings and privacy .
Who runs it	Since January 2026, TikTok in the US has been run by a new US joint venture led by Oracle, Silver Lake, and MGX. ByteDance, its former Chinese owner, keeps a 19.9% stake.
Can't find it?	Menus move. Look for the closest match under Privacy .

✓ Do

Make your account private (page 2).

Use a profile photo that isn't your face. Your photo, name, and username show even on a private account.

Turn on 2-step verification (page 3).

Ask family to do the same. Their settings can expose you, too.

✗ Don't

Show your home, street, car, or a child's school in videos.

Put your full name, job, or town in your profile. None of it is required.

Link TikTok to your other social accounts or contacts.

Give TikTok your precise location (page 3).

01 Make your account private

Adult accounts can start out public, so anyone can watch your videos. A private account means only followers you approve can see them, and no one can download, Duet, or Stitch them.

Settings and privacy › Privacy › Private account › Turn on

In the same menu, turn off **Suggest your account to others** (every option inside it) and stop TikTok from syncing your phone contacts.

02 Choose who can interact with you

Settings and privacy › Privacy

SETTING	CHOOSE
Comments	Friends, or No one
Mentions and tags	Friends, or No one
Direct messages	Friends, or No one
Duet and Stitch Other people remixing your videos into theirs.	Only you
Downloads Stops others saving copies of your videos.	Off
Following list and liked videos	Only me
Profile views When on, others can see that you viewed their profile.	Off
Activity status	Off



03 Limit location, ads, and data

Location

TikTok's January 2026 US privacy policy lets it collect your precise location if you allow it. Keep it off in your phone's settings:

iPhone: Settings › Privacy & Security › Location Services › TikTok › **Never**.

Android: Settings › Apps › TikTok › Permissions › Location › **Don't allow**.

Ads

Settings and privacy › Ads

Turn off personalized ads if you see that option, and set topics you don't want to **See less**.

Connected apps

Security & permissions › Apps and services permissions

Remove any app you don't recognize or no longer use.

Good to know

The same policy lists sensitive details, like health or immigration status, that TikTok may collect if people share them in posts or messages. Keep those out of anything you post or send.

04 Lock the front door

Settings and privacy › Security & permissions

2-step verification

Turn it on. Use an authentication app if you can; a text or email code is a fine fallback. If you see **Passkey**, set one up too.

Your devices

Check **Security alerts** and **Manage devices**. Remove any phone or computer you don't recognize, then change your password.



05 For families with teens

Teen defaults

TikTok is for ages 13 and up. Accounts for ages 13 to 15 start out private, and direct messages aren't available to anyone under 16.

Family Pairing

Settings and privacy › Family Pairing

Link a parent's account to a teen's to manage screen time, content, and who can contact them.

Restricted Mode

Settings and privacy › Content preferences › Restricted Mode

Limits mature content. Set a passcode so it stays on. No filter is perfect, so keep talking about what they watch.

06 If something goes wrong

A video or account bothers you

Press and hold the video, or tap the share arrow on a profile, then choose **Report** or **Block**.

You can't get in

Reset your password from the login screen, then check **Manage devices**. For more help, visit support.tiktok.com.

Want a hand with this?

We'll walk through every setting in this guide with you, at your pace.

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