

Kuaishou Advertising Ethics Standards

Basic Principles

1. Content Must Not Contain Suspected Illegal Material

1.1 Advertising creative assets must not contain reactionary statements or disseminate information contrary to societal morality.

1.2 Advertising creative assets must not contain superstitious, absurd, or scientifically unfounded content.

1.3 Advertising creative assets must not contain politically sensitive elements including, but not limited to: the national flag, national emblem, or national anthem of the People's Republic of China; military flags; flags of the Communist Youth League or the Communist Party of China; Young Pioneers flags, emblems, or red scarves; flags of Hong Kong, Macau, or Taiwan; Party emblems; Youth League emblems; Special Administrative Region emblems; Tiananmen; the Monument to the People's Heroes; ornamental columns (*huabiao*); incomplete maps of China; Chinese renminbi currently in circulation; or commemorative coins issued by the Bank of China.

1.4 Where advertising creative assets involve map elements (including provincial, municipal, or national maps), or where globes or similar elements display specific national boundaries, a map review approval number must be displayed. Only maps downloaded from the Ministry of Natural Resources bearing an official map review approval number may be used. Cartoon-style maps are prohibited. Official map download link (with review approval numbers): <http://bzdt.ch.mnr.gov.cn/index.html>.

1.5 Advertising creative assets must not contain the names or identifying information of political figures, including former national leaders, nor any politically sensitive information.

1.6 Advertising creative assets must not contain the names, titles, or any variant representations of government agencies and government functional departments.

1.7 Advertising creative assets must not employ creative concepts that simulate national leader meetings, ceremonial oath-taking, or similar formats for promotional purposes.

1.8 Advertising creative assets must not involve personal privacy, including license plate numbers, national identification numbers, specific names and addresses on courier waybills, bank card numbers, or residential address details.

1.9 Advertising creative assets must not use absolute or superlative terms such as "national-level," "supreme," or "best."

1.10 Advertising creative assets must not involve content that compromises the dignity or interests of the State or that discloses State secrets.

1.11 Advertising creative assets must not involve content that impairs social stability, harms the public interest, or contravenes accepted standards of social decency.

1.12 Advertising creative assets must not contain vulgar, obscene, pornographic, gambling-related, superstitious, terrorist, or violent content, nor content involving discrimination on the basis of ethnicity, race, religion, or gender.

1.13 Advertising creative assets must not involve content that impairs environmental, natural resource, or cultural heritage protection.

1.14 Any other circumstances prohibited by applicable laws and administrative regulations.

2. Content Must Not Contain False or Misleading Advertising

2.1 Advertising creative assets must not deceive or mislead consumers through false or misleading content so as to constitute false advertising, including but not limited to the following circumstances:

2.1.1 Promoting goods or services that do not exist;

2.1.2 Presenting information regarding a product's performance, function, place of origin, intended use, quality, specifications, composition, price, manufacturer, period of validity, sales status, or honors received — or information regarding the content, provider, or format of a service, or any promises relating to the goods or services — that is inconsistent with the actual circumstances and has a material effect on purchasing decisions;

2.1.3 Using fabricated, forged, or unverifiable scientific research results, statistical data, survey findings, abstracts, quotations, or similar information as evidentiary material;

2.1.4 Fabricating the effects of using a product or receiving a service;

2.1.5 Any other circumstances that deceive or mislead consumers through false or misleading content.

2.2 Advertising creative asset covers/titles must not feature attention-seeking phrases such as "Breaking News," "Something Huge Happened," "Shocking," "Delete Soon If You Don't Read," or "Stunned," or similar expressions deliberately designed to attract unwarranted attention.

2.3 Advertising creative asset covers must not contain false interactive elements, including misleading icons such as fake play or pause buttons, fake pagination, simulated page-turn indicators, or imitation incoming-call interfaces.

2.4 Content must not involve guarantee-style representations, including but not limited to: guarantees in the form of identity documents, property deeds, or marriage certificates, or guarantees falsely made in the name of individuals, relatives, or friends.

2.5 Content must not involve promotion through depictions of clinical treatment settings, including but not limited to surgical scenes or medication administration scenes.

3. Likeness and Registered Trademark Review Requirements

3.1 The name or likeness of State organs or State functionaries must not be used — whether directly or in a disguised form.

3.2 Where the name or likeness of another person (including natural persons and organizations such as enterprises; hereinafter the same) is used in advertising, prior written consent must be obtained from that person. Where the name or likeness of a person without civil capacity or with limited civil capacity is used, prior written consent must be obtained from that person's guardian. Authorization documentation must be provided for the use of any such name or likeness.

3.3 Where advertising creative assets involve the likeness of a celebrity or public figure — including entertainment stars, sports figures, and other prominent individuals who are not legal representatives of the advertiser — the relevant celebrity authorization must be provided.

3.4 Advertising creative assets must not, without authorization, make standalone use of another party's registered trademark within an advertisement.

3.5 Pursuant to the Trademark Law of the People's Republic of China, manufacturers and business operators must not use the term "Well-Known Trademark" on goods, product packaging, or containers, or in advertising, exhibitions, or other commercial activities. Accordingly, the term "Well-Known Trademark" must not appear in advertisements.

4. Content Must Not Involve Violence, Gore, or Terror

4.1 Advertising creative assets must not involve — including but not limited to settings and character depictions — violence, gore, terror, or other content likely to cause sensory distress to users. Examples include: depictions of faces with abnormal features (generally malevolent facial expressions) and graphic portrayals of violent or brutal criminal acts and physical or psychological abuse.

4.2 Advertising creative assets must not involve dismembered human body parts, large-area red blood mist, ghosts, zombies, bloodshot eyeballs, or similar imagery.

4.3 Advertising creative assets must not advocate vigilante justice, extreme revenge psychology, or retaliatory conduct, such as organized gang violence and armed brawls, homicide, violent debt collection, recruitment of enforcers, or contract killings.

4.4 Advertising creative assets must not involve content associated with feudal superstition.

5. Content Must Not Use Vulgar Language or Non-Standard Script

5.1 Advertising creative assets must use standard Mandarin Chinese (*Putonghua*) and standardized Chinese characters in their language and script. Hanyu Pinyin must not be used alone; where Pinyin is required in an advertisement, it must be used correctly and in a standardized manner, and must appear alongside standardized Chinese characters.

5.2 Advertising creative assets must not use foreign languages alone. Where special circumstances necessitate the concurrent use of a foreign language within an advertisement, the advertisement must adopt a format in which Mandarin Chinese and standardized Chinese characters serve as the principal language, supplemented by the foreign language.

5.3 All forms of promotional creative assets must use complete, grammatically coherent sentences conveying unambiguous meaning that conforms to linguistic logic, and must be free of typographical errors.

5.4 Registered trademarks, enterprise names, and brand product series names may be used directly in their original foreign-language form without translation, provided that the correct capitalization conventions of the brand are observed (e.g., iPhone, iPad).

5.5 Advertising creative assets must not use special characters that induce clicks and thereby impair readability.

5.6 Advertising creative assets must not involve vulgar, abusive, or defamatory language.

6. Content Must Not Harm the Interests of Others Through Unfair Competition

6.1 Advertising creative assets must not involve counterfeiting another party's registered trademarks, products, enterprise names, or packaging, or otherwise infringing upon the rights and interests of others.

6.2 Advertising creative assets must not involve forging or fraudulently using certification marks, quality distinction marks, or other quality marks on goods, or falsifying places of origin.

6.3 Advertising creative assets must not involve disparaging the goods or services of other manufacturers or business operators.

6.4 Advertising creative assets must not involve promoting one's own products or services under the name of another enterprise without authorization.

6.5 Where two or more companies, organizations, products, or services operate within the same industry or sector with no affiliation relationship whatsoever and are actual, existing entities, no form of creative asset may involve a comparison between two or more entities within the same industry. Descriptions involving competitive infringement, direct comparison with competitors, or disparagement of competitors are prohibited.

7. Content Must Not Be Presented in a News Format

7.1 Advertising creative assets must not, under the guise of news reporting (including but not limited to CCTV and other well-known non-CCTV media organizations), substantively deliver advertising or promotional content for goods or services. This includes but is not limited to formats such as fabricated news articles, newspapers, or undercover investigations.

7.2 Advertising creative assets must not leverage trending social events to promote their own products or services, particularly events that have generated a severely negative public impact.

8. Data Citation and Patent Usage

8.1 Where advertising creative assets make use of data, statistical information, survey findings, abstracts, quotations, or other cited content, such citations must be truthful and accurate and must indicate their source. Where cited content is subject to a defined scope of application or period of validity, this must be clearly stated.

8.2 Where advertising creative assets involve patented products or patented methods, the patent number and patent category must be clearly indicated. Where a patent right has not been granted, the advertisement must not falsely claim that a patent right has been obtained.

8.3 Advertising that makes use of patent applications for which patent rights have not yet been granted, or patents that have been terminated, revoked, or invalidated, is prohibited.

8.4 With respect to foreign patents, only the relevant qualifications for introduced patents issued by the national patent office are recognized. Purely foreign patents are not accepted for the time being.

9. Prize-Based Promotional Sales Activities

9.1 For prize-based promotional sales conducted via a drawing of lots, the maximum prize value must not exceed RMB 50,000.

9.2 Where the right to use a specific item is offered as a prize, the prize value shall be assessed based on the price of the item itself, not the price of the usage right. The value likewise must not exceed RMB 50,000.

9.3 The type, specifications, quantity, duration, and method of any goods or services offered as giveaways must be clearly disclosed.

9.4 Premium items must not be high-value products, for example: gifts of real estate, vehicles, alcoholic beverages, health supplements, or pharmaceutical products — i.e., products that are either illegal or on the platform's prohibited-category list.

9.5 The value of premium items must not exceed the price of the product being sold.

9.6 Premium descriptions must not involve ambiguous representations. Where the premium is not the product itself being sold, quotation marks must be used for clarification — for example, "buy one, get one" with the second unit clearly identified, or an explicit description of the premium item's category.

10. Traffic Diversion to Personal or Third-Party Platforms

10.1 Creative assets must not display phone numbers (where the landing page does not direct users to add a WeChat contact, such display is permissible), telephone numbers, QQ accounts, website URLs, QR codes, Weibo accounts, or other third-party contact methods.

10.2 Creative assets must not engage in traffic diversion to content outside the Kuaishou platform, such as directing users to follow third-party accounts or diverting traffic to third-party livestream rooms.

10.3 Creative assets must not display personal WeChat IDs, nor may they induce users to add such contacts.

10.4 Video content and landing pages may include enterprise official accounts that are consistent with the advertiser's identity, but such accounts may be used solely as a means of contact and must not constitute the primary promotional intent. Content falling within prohibited categories must not appear within the WeChat official account.

10.5 Copy text accompanying WeChat IDs and official accounts must not involve inducements to follow.

11. Minor Protection Rules

11.1 Advertising creative assets must not employ minors under the age of ten as advertising endorsers.

11.2 Advertising creative assets must not contain content detrimental to the physical or mental health of minors.

11.3 Advertising creative assets are prohibited from delivering any form of tobacco advertising to minors.

12. Superlative Terms and Exaggerated Descriptions

12.1 Advertising creative assets must not involve superlative terms or absolute language.

12.2 Advertising creative assets are subject to strict restrictions on absolute descriptions in respect of merchants, products, or services, for example: "number one nationwide," "number one in the industry," "the highest quality," or "national-level authoritative certification."

12.3 Advertising creative assets are subject to stringent restrictions on comparative descriptions within the same industry, for example: comparisons relating to company strength, brand recognition, user experience, or the quality, performance, or pricing of goods or services.

12.4 Descriptions of objective facts are subject to more lenient restrictions (the following list is illustrative and not exhaustive):

- Objective facts (e.g., "national-level nature reserve," "nationally protected animal");
 - Service philosophy (e.g., "customer first," "safety first");
 - Product names (e.g., "first-generation Beibeiija posture corrector");
 - Enterprise names (e.g., "Shenyang No. 1 Machine Tool Plant," "New Bride Wedding & Etiquette Services");
 - Tourist attraction names (e.g., "Jingdong First Waterfall," "The First Pass Under Heaven");
 - Book titles (e.g., *The Number One Manor Under Heaven*, *The Most Beautiful Time*);
 - Registered trademarks (e.g., "Baby First," "Most Journey to the West");
 - Descriptions indicating an internal relationship (e.g., "our company's top seller");
 - Descriptions of time, frequency, or sequence — to be assessed in context (e.g., "first generation," "first time," "section one," "step one");
 - Descriptions of position, time, magnitude, or distance — to be assessed in context (e.g., "shortest distance," "maximum capacity," "up to X% off");
 - Neutral terms — to be assessed in context (e.g., "latest product," when used solely in comparison with the company's own offerings, is not restricted; "top seller" or "highest output," when used solely in comparison with the company's own performance, is not restricted).
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13. General Landing Page Review Requirements

13.1 The landing page corresponding to the advertising creative asset must load and function normally. Dead links, redirect chains, or similar issues are not permitted.

13.2 The landing page corresponding to the advertising creative asset, when opened using any browser or antivirus software, must not contain viruses, malicious code, or false security alerts.

13.3 When accessing the landing page, forced application-switching behavior is not permitted. The landing page must not link directly to email or other files requiring third-party software to open. (*Note: "Forced application-switching behavior" refers to the platform switching applications without the user's conscious intent. Copying and pasting content into WeChat does not constitute forced application-switching behavior.*)

13.4 The primary domain of the landing page must be consistent with the primary domain registered at account opening.

13.5 The landing page must include a link to a privacy policy, the content of which must include provisions or headings relating to privacy protection (such as "Privacy Policy," "Privacy Terms," or "Privacy Agreement") and must ensure that the content of the provisions is relevant to privacy protection. Where a specific product name is referenced, it must be consistent with the product name registered and filed at account opening.

13.6 The landing page must display the advertiser's full company name and the product name or product logo. For H5 pages involving a single App download, the App name must be displayed.

13.7 The landing page must not reflect multiple operating entities. The corporate entity on the landing page must be consistent with the business license information submitted at account opening.

13.8 The landing page must not contain audio, video, or other content that plays automatically or that substantially consumes the user's network data without the consumer's consent.

13.9 Where the landing page involves form-based data collection or content relating to personal information, a statement to the effect of "By submitting, you are deemed to have agreed to the Personal Information Authorization and Protection Statement" — or language conveying substantively the same meaning — must appear on the homepage.

13.9.1 Text prompts such as "By submitting, you are deemed to have agreed / have read / I have read" must be present. *(It is insufficient to merely display the content of the Personal Information Authorization and Protection Statement without including an indication or option confirming that the user is "deemed to have agreed" or "has read" the statement.)*

13.9.2 This content on the landing page must be titled "Personal Information Authorization and Protection Statement" or a similarly explicit privacy policy designation, and must be formatted as a functional hyperlink.

13.10 Landing pages are prohibited from using interactive advertising activity formats exclusively — including but not limited to promotional spin-the-wheel prize drawings or randomized button-based prize drawings.

13.11 The first-hop landing page URL and privacy links on APK download interfaces must be deployed over the HTTPS protocol.

13.12 Landing pages or interstitial pages containing download links must display the following information:

(1) Where an App download is involved, the App name must be displayed;

(2) The download call-to-action copy on the download button must explicitly include the words "Download" or "Install";

(3) The download information prompt must display three essential application details: the application name, version number, and developer information;

(4) A "Privacy Policy Link" and an "Application Permissions Link" must be provided, each of which must be clickable and contain substantive content;

(5) The download call-to-action copy, the download information prompt, the privacy policy link, and the application permissions link must be displayed in close proximity to one another.

14. General Video Review Requirements

14.1 Advertising creative assets must not exhibit instances of video advertisements that fail to play, have audio-video synchronization issues, display blurred or unclear visuals, play incompletely, or provide an incomplete description or introduction of the product during playback.

14.2 Advertising creative assets must not involve subversive reinterpretations of classic works or satirical "kitsch" (*guichu*) creative formats or "holler" (*hanmai*) performance styles with socially disparaging connotations.

14.3 Advertising creative assets must not use politically sensitive or vulgar background music.

14.4 Advertising creative assets must not contain invalid watermarks, invalid bullet comments (*danmu*), or similar content. (Scrolling watermark subtitle annotations are permitted, provided they are strongly relevant to the creative asset.)

15. General Cover/Image Review Requirements

15.1 Covers and images must be aesthetically presentable and clear. The following circumstances are not permitted:

15.1.1 The image must not be fragmented into an excessive number of zones; a single cover image must not contain more than eight distinct zones and must not appear cluttered or lacking in design integrity.

15.1.2 Unprocessed, crudely produced raw images must not be used. Image resolution must be at least standard definition or high definition. Text, images, graphics, and other visual information elements must be arranged through adjustments to placement and sizing on the layout, so as to summarize and distill the highlights of the video content and encourage viewers to click and watch.

16. Promotional Campaign Content

16.1 Platform-Prohibited Campaign Types

16.1.1 Campaigns involving suspected illegal fundraising, such as crowdfunding or "one-yuan treasure hunt" (*yiyuan duobao*), are not permitted.

16.1.2 Campaigns involving prepaid stored-value top-ups for physical goods sold online are not permitted.

16.1.3 Promotional campaigns in which the entirety of the creative content relates solely to the free receipt of goods are not permitted.

16.2 Special Campaign Requirements

16.2.1 Ultra-Low-Price Discount Promotions

This refers to instances where the selling price is substantially below the intrinsic value of the product, including but not limited to physical goods sold at RMB 1 or RMB 9.9:

(1) Marketing practices that involve passing on high shipping or materials costs to the consumer, or conduct that induces consumer purchases, are not permitted.

(2) The campaign duration, quantity, information, and participation conditions must be fully disclosed in the video. The campaign must be substantively genuine and consistent with the actual campaign terms. Where flash sales (*seckill*) are involved, it must be prominently disclosed that this is a probability-based activity; users must not be misled into believing that participation in the flash sale guarantees acquisition of the product.

(3) The landing page must include and display the following elements:

- a. The actual shipping charges for this campaign must be clearly stated on the landing page.
- b. The campaign duration, quantity, information, and participation conditions must be fully displayed on the landing page, and the campaign must be substantively genuine and consistent with the actual campaign terms.
- c. A visible notice stating "Ultra-low-price offer — purchase with caution" must be placed in a prominent location on the landing page.

(4) Corresponding campaign verification documentation must be provided.

16.2.2 Discount Promotions Referencing Original Prices

(1) The comparative formulation of "Original Price" versus "Current Price" must not be used without basis. Where its use is necessary, historical sales records documenting the original price must be provided as creative substantiation.

(2) Non-comparative descriptions of the current selling price must not employ price definitions such as "discount price," "promotional price," "factory price," "wholesale price," "special price," or "rock-bottom price" that lack a verifiable basis or a meaningful comparator. Where the use of such terms is necessary, historical sales records documenting the original price must likewise be provided as creative substantiation.

(3) Where original-price promotional campaigns involve text descriptions such as "limited-time price," "limited-time special," "limited-time flash sale," "limited quantity," or "purchase limit," specific details — including the campaign duration and campaign quantity — must be added in the video or on the landing page where such descriptions appear.

17. Warning Disclaimers

17.1 Dangerous or Potentially Dangerous Actions

17.1.1 "Dangerous actions" refers to scenarios in which professional personnel may be involved (including stunt work and specialized occupational activities), as well as actions achievable through training in specific environments. A corresponding disclaimer — such as "Dramatized creative content / performed by professionals; do not attempt" — must be added to the cover, video, or landing page in the location where the dangerous action is depicted.

17.1.2 Where dangerous driving scenarios are involved, a corresponding disclaimer — such as "Travel safely and obey traffic regulations" or "Dramatized creative content / performed by professionals; do not attempt" — must be added to the cover, video, or landing page in the location where the dangerous driving is depicted.

17.2 Warning Disclaimers in Other Scenarios

17.2.1 Where a testing environment is depicted, a disclaimer — such as "The images in this advertisement were captured in a testing environment; actual product quality is subject to real-world conditions" — must be added to the cover, video, or landing page in the location where the testing environment is depicted.

18. App Compliance Guidelines

18.1 Purpose

In order to ensure that promotional content placed by advertising clients on the Kuaishou Marketing Platform complies with applicable national policies, laws, and regulations; to standardize the processes and criteria relating to advertiser onboarding, review, and publication on the Kuaishou Marketing Platform; to assist App developers and operators in better fulfilling their responsibilities and obligations regarding the protection of users' personal information; and to provide advertisers with open and transparent platform usage standards, Kuaishou Marketing Platform hereby formulates these compliance guidelines — in accordance with the Cybersecurity Law of the People's Republic of China, the Personal Information Protection Law of the People's Republic of China, the Measures for Determining Unlawful Collection and Use of Personal Information by Apps, the Notice on Special Rectification of Apps Infringing Upon Users' Rights and Interests, the Notice on the In-Depth Special Rectification Campaign Against Apps Infringing Upon Users' Rights and Interests, the Information Security Technology — Personal Information Security Specification, the App User Rights and Interests Protection Evaluation Specification, and the Provisions on the Scope of Necessary Personal Information for Common Types of Mobile Internet Applications, among other regulatory and policy requirements — for developers and operators to consult for self-inspection, timely rectification, and continuous improvement in the protection of users' personal information.

19. Other Circumstances

19.1 Content that may endanger the safety of users' lives or property, or that may undermine collective rights and interests, must not be promoted.

19.2 Content involving environmental destruction or the illegal sale of State-protected cultural relics, or key protected flora and fauna, must not be involved.

19.3 Tobacco advertising must not be published in mass media or public venues, and the names, trademarks, or other content of tobacco products must not be promoted by leveraging advertisements for other goods or services or public service advertisements.

19.4 Image content that substantially impairs the user's sensory experience must not be involved.

19.5 False buttons that mislead users into clicking or that are non-functional must not be included.

19.6 Advertising titles and covers must not be wholly unrelated to the promotional content; they must demonstrate relevance and reasonableness.

19.7 Content likely to cause user panic or discomfort — such as exaggerating the risk of developing a particular form of cancer or the harm caused by mosquito bites — must not be involved.

19.8 Circumstances in which the campaign period or activity has already expired, with the result that users are unable to participate in the relevant campaign through the advertisement, must not occur.

19.9 Elements relating to Kuaishou's competitors must not appear.

19.10 Content using or imitating the official name or identity of "Kuaishou" must not be involved.