

EN

E-002548/2026

Answer given by Executive Vice-President Virkkunen
on behalf of the European Commission
(31.8.2026)

ByteDance is bound by all obligations that apply to online social networking services¹ under the Digital Markets Act (DMA)². These obligations ensure fairness and transparency for business users. The Commission uses all tools at its disposal to ensure gatekeepers comply with the DMA, including compliance monitoring, regulatory dialogue and enforcement tools if necessary.

Article 28 of the Digital Services Act (DSA)³ requires providers of online platforms accessible to minors to ensure a high level of privacy, safety and security of minors. The Commission considers, as set out in its Guidelines on the protection of minors⁴, that providers are to put in place measures that prevent minors from being exposed to excessive volumes of commercial content and to increase the transparency of economic transactions. Advertising should be clearly marked as such.

While, according to the information available to the Commission, access to TikTok Shop should be limited to users above 18 years of age, it will continue to monitor the potential impact of TikTok Shop on the identification, analysis and assessment of the risks of negative effects on minors and whether the mitigation measures proposed by TikTok are sufficient.

The DSA also sets out rules applicable to providers of online marketplaces. The Commission, in cooperation with Digital Services Coordinators, will continue to supervise the evolution of such features in the EU, including compliance with the rules applicable to online marketplaces.

In accordance with the GDPR⁵, companies may transfer personal data to third countries provided the data controller ensures compliance with the rules in Chapter V of the GDPR. National supervisory authorities are competent to assess whether TikTok Shop is in violation of the GDPR's rules on international data transfers.

¹ General Data Protection Regulation <https://competition-cases.ec.europa.eu/cases/DMA.100040>.

² <https://eur-lex.europa.eu/eli/reg/2022/1925/oj/eng>.

³ <https://eur-lex.europa.eu/EN/legal-content/summary/digital-services-act.html>.

⁴ https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=OJ:C_202505519.

⁵ <https://eur-lex.europa.eu/eli/reg/2016/679/2016-05-04/eng>.