



TikTok Australia
180 George Street
Sydney
NSW 2000

13 November 2025

Dr Sean Turner
Committee Secretary
Senate Standing Committees on Environment and Communications
PO Box 6100
Parliament House
Canberra ACT 2600

By email: ec.sen@aph.gov.au

Dear Dr Turner,

Inquiry into the Internet Search Engine Services Online Safety Code – Responses to Questions on Notice by TikTok

On Tuesday, 28 October 2025, I provided evidence on behalf of TikTok to the Senate Environment and Communications References Committee's public hearing, as part of the committee's inquiry into the Internet Search Engine Services Online Safety Code.

In the course of providing evidence I undertook to provide further information in response to several questions on notice. This further information is set out below.

For context and ease of reference, our responses to questions include the relevant Hansard excerpts, and are set out in the order in which the questions were posed.

Kind regards,

Ella Woods-Joyce
Public Policy Lead, Content and Safety

TikTok Australia



Responses to Questions on Notice

1. Question from Senator David Pocock

Question

Senator DAVID POCOCK: Ms Woods-Joyce, you said that TikTok spends over \$1 billion on safety. How big is TikTok Australia's safety team?

Ms Woods-Joyce: We have a number of trust and safety staff in Australia. The safety hub for the region is serviced out of Singapore, though, but, of course, the platform is 24 hours a day, seven days a week, so we make sure that there is coverage in language and moderation at all times across the course of a 24-hour period.

Senator DAVID POCOCK: What's the full-time equivalent staffing for Australia?

Ms Woods-Joyce: I don't have a precise figure, but I'm very happy to get one for you.

[...]

CHAIR: Can we get that clarified. You've got 700 staff, but none of them are in the safety team?

Ms Woods-Joyce: No, we do have safety staff in Australia—that's correct. I just want to be precise in providing a figure back to the committee.

CHAIR: We can get that precise figure, but could you give us a sense? Is it 100 of that 700? Is it 200? Or is it 10?

Ms Woods-Joyce: I know there are trust and safety engineers, for example. I know there are trust and safety purist policy staff in Australia. I genuinely don't have an accurate figure in front of me, but I'm very happy to get that back to you as soon as I can.

CHAIR: You must have a sense of whether it's more like a hundred or more like a dozen.

Ms Woods-Joyce: Below 100 is my guess, but I just want to be really precise, and I'll come back to you as soon as I can.

Answer

As of 11 November 2025, there are 161 FTE Trust and Safety employees based in Australia. Within our global Trust and Safety workforce, we employ specialist personnel with regional or country-specific expertise, who work alongside subject matter specialists who may have responsibilities spanning multiple markets, including Australia (e.g. expertise in minor safety, illegal activities and regulated goods, law enforcement liaison).

2. Question from Senator David Pocock

Question

Senator DAVID POCOCK: How big is your child safety team in Australia?

Ms Woods-Joyce: Again, I'm not quite sure of the headcount specifically in Australia, but there is also a provision for Australia. Let me go away and be precise in giving you the headcount for the Australian market.

Answer

Please see our answer to Question 1.



3. Question from Senator David Pocock

Question

Senator DAVID POCOCK: What was TikTok's revenue in Australia in the last financial year?

Ms Woods-Joyce: Again, I'm sorry. I don't have the precise figure with me. I'm very happy to get that for you, and I can turn that around very quickly.

Answer

In 2024, TikTok's Australian entity revenue was approximately AUD \$687 million.

4. Question from Senator David Pocock

Question

Senator DAVID POCOCK: How many child safety incidents have you reported to eSafety or law enforcement in the last 12 months?

Ms Woods-Joyce: That's an excellent question. We disclose the law enforcement requests through our transparency report, as well as the requests from eSafety. I would have to follow up on the specifics for you, but I know that our law enforcement team is very engaged in our market, and we will proactively raise risks to law enforcement where we believe that there is an imminent risk of harm.

Senator DAVID POCOCK: I'll put them on notice, too, then.

Ms Woods-Joyce: Sure.

Answer

TikTok publishes biannual Transparency Reports detailing the number of cases referred to the National Centre for Missing and Exploited Children (**NCMEC**) globally, as well as the volume of requests for user information disclosure and preservation received from law enforcement authorities at the market level.

In H2 2024, TikTok made a total of 730,518 reports to NCMEC globally, and received 251 requests for user information disclosure and preservation from Australian law enforcement authorities.

More information, including detailed metrics up to the end of H2 2024, is available on our Transparency website:

- <https://www.tiktok.com/transparency/en/information-requests-2024-2>
- <https://www.tiktok.com/transparency/en/child-exploitation>

The next Transparency report will be released in December 2025.

Reports made to NCMEC directly relate to child safety, while requests for user information disclosure and preservation cover a broader range of safety or investigative concerns, in line with our Law Enforcement Guidelines. Where satisfied there is an emergency involving imminent harm or risk of death or serious physical injury to a person, we may also disclose user data necessary to prevent that harm, as permitted under applicable law. For further information on our support to Law Enforcement, please refer to our Law Enforcement Guidelines, available at:

<https://www.tiktok.com/legal/page/global/law-enforcement/en>



5. Question from Senator Sarah Henderson

Question

Senator HENDERSON: I am deeply concerned about the scope of your data collection, and the protection of young people. What are you doing about that? There are some things that can be done, but it is insidious, particularly when you're owned by ByteDance, which is a Chinese company, and China's national security laws can require companies to assist intelligence agencies. This collection of content is so insidious, it's so deep and it's so risky to young people. What are you doing about that, to alert young Australians to these profound risks?

Ms Woods-Joyce: I'm happy to say that our data and privacy practices are actually broadly consistent with our peers. We're very transparent about the data that we collect. In fact, we take a data privacy minimisation approach to things. We don't want more data than we need to make sure that the app is running safely and securely and that it's working as it's intended. I'm very happy to also speak about our business's structure, we are very much a global company. I know there has been misperceptions about us in the past, but we've spoken extensively to the Australian parliament in a previous committee about that. TikTok does not operate in China, we are headquartered in a Los Angeles office and Singapore, our CEO is Singaporean. I'm happy to share more information about the structure of the company, but we are a very global company, we have rigorous processes in place to protect the privacy of our users and it's a top priority for us, Senator.

Senator HENDERSON: I'm happy to take more information on notice—

CHAIR: We'll have to do that, because we have hit our marker.

Answer

The TikTok app is not unique in the amount of information it collects. In line with industry practices, we collect information that users choose to provide to us and information that helps the app function, operate securely, and improve the user experience.

Australian TikTok user data is stored in Singapore, Malaysia and the US and subject to local laws. TikTok does not store user data in China, has not shared Australian user data with the Chinese government, and would not even if asked.

Like many global technology companies, TikTok has product development and engineering teams all over the world – including in the United States, China, the United Kingdom, Singapore and Ireland - all collaborating to deliver the best product experience for our community of users. Strict protocols govern its access by employees, no matter where they are based.

TikTok's parent company, ByteDance Ltd., was founded in 2012 by Chinese entrepreneurs, but today, roughly sixty percent of the company is beneficially owned by global institutional investors such as Carlyle Group, General Atlantic, and Susquehanna International Group. An additional twenty percent of the company is owned by ByteDance employees around the world, including Australians. The remaining twenty percent is owned by the company's founder, who is a private individual and is not part of any state or government entity.

More information about ByteDance, including its Corporate Structure, is available at <https://www.bytedance.com/en/>.