

# TikTok Shop Seller Setup — United Kingdom (UK)

Quick reference checklist for opening and verifying a TikTok Shop seller account in the United Kingdom. Use this during onboarding and keep a copy for audits.

## 1) Requirements Overview

- Entity type: Sole Trader or UK company (Companies House registered).
- Identity: Passport or UK driving licence of owner/director.
- Address: Proof of UK address (recent utility bill or bank statement).
- Tax: UTR (Self Assessment) and VAT number if registered; EORI for imports.
- Banking: UK bank account matching legal/individual name for payouts.
- Contact: Business email, phone, and 2FA enabled on the TikTok account.

## 2) Documents to Prepare (Upload Clear, Matching Details)

- Government ID of the account owner/director (passport or UK driving licence).
- Companies House certificate / incorporation docs (for Ltd/LLP).
- Proof of trading address (utility bill/bank statement, ≤ 3 months old).
- Tax details: UTR; VAT certificate if registered; EORI for importers.
- Bank statement (page showing account name & sort code) — must match entity name.
- Returns/Refund policy and customer service email/phone for shop profile.

## 3) Step-by-Step Onboarding

- 1 Create/convert TikTok account to business use and enable 2FA.
- 2 Open TikTok Shop Seller Centre → select UK as your region and seller type.
- 3 Complete KYC/KYB: submit ID, company docs, and address proof (names must match).
- 4 Add tax info: UTR, VAT (if applicable), and EORI if importing.
- 5 Connect UK bank account for payouts (same legal name).
- 6 Configure shop: logo, description, support email/phone, returns policy.
- 7 List products: accurate titles, attributes, pricing; upload compliance evidence where required (e.g., UKCA/CE, cosmetics notification).
- 8 Wait for verification (typical 1–3 business days if documents are clear).

## 4) Product Compliance (Examples)

- Electronics: UKCA/CE, safety reports; chargers/plugs must meet BS standards.
- Cosmetics: UK Responsible Person & SCPN notification; ingredient labelling.
- Toys: EN 71 compliance, age grading & warnings.
- Food/Food-contact: UK food safety regs & labelling; shelf-life & storage.
- Wireless/Radio: Ofcom/RED conformity where applicable.

## 5) Tax & Legal Notes

- VAT: Required if above threshold or by model; display VAT-inclusive pricing where mandated.
- Marketplace rules: TikTok may act as a deemed supplier for certain transactions; keep records for HMRC.
- EORI: Needed for importing goods into the UK; ensure commodity codes & customs values are correct.
- Records: Keep invoices, shipping proof, and compliance certificates for audits.

## 6) Common Errors (and Quick Fixes)

- Name mismatches between bank, Companies House, and application → standardise exactly (including punctuation).
- Blurry or cropped document uploads → rescan in colour; avoid reflections; include full page.
- Old address on statements → update bank/utility details before uploading.
- Missing VAT/EORI when listing imported goods → register or adjust model to domestic-only while awaiting numbers.
- Wrong certificates for category → upload test reports that match the exact model/SKU and brand.

Disclaimer: This checklist is informational and not legal/tax advice. Policies evolve; consult official guidance or a qualified advisor.