

Register as a Merchant in the TikTok Seller Center

Revised Sept. 12, 2023

Registering your business with TikTok is the first step toward being able to create shoppable TikToks and host TikTok lives where you can feature and sell your products.

The registration process **is required** so that TikTok can review and approve your business for selling products. Once you submit your registration application, it can take TikTok **up to 48 hours** to approve your business.

Use this checklist to ensure you complete every step included in the registration process. This checklist includes **essential instructions** you must follow to ensure your shop is approved as quickly as possible.

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What You'll Need for Registration

Treat this registration process as applying for a business license to sell with TikTok. The information you will need to enter must **MATCH** the information on your business licenses and other legal documentation **EXACTLY**.

TikTok is looking for matching information and will reject or delay the registration process if the information you enter does not reflect your legal or tax-related documentation.

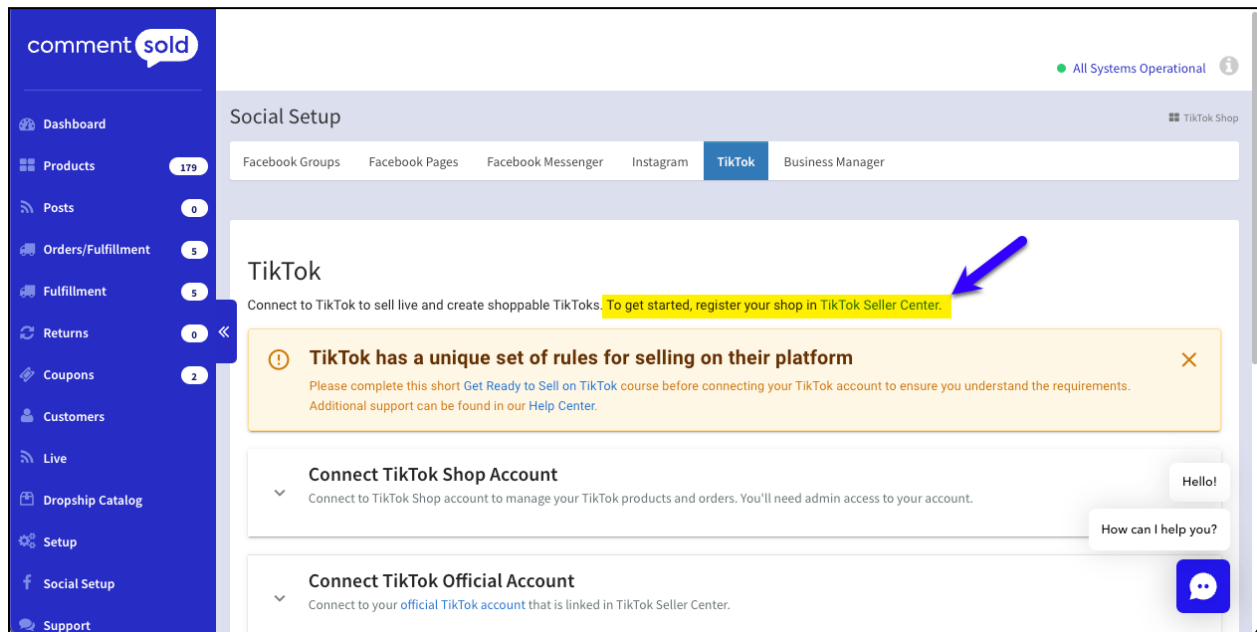
To register your business with TikTok, you'll need to gather the following information:

- Your Business Registration number.** If you're an LLC, this is your Employee Identification Number (EIN). If you're a sole proprietor, this is your Social Security Number (SSN).
- Confirmation of your Business Registration number.** Confirmation must **one** of the following:
 - An **IRS confirmation letter SS-4** that shows the taxpayer's name (i.e., your name or your business partner's name) and EIN.
 - Any **IRS notice and corresponding letters** that show the taxpayer's name (i.e., your name or your business partner's name) and EIN/SSN.
 - Your **social security card**.

Step 1: Register as a Merchant

You will register your business with TikTok in the TikTok Seller Center. This will also become a hub where you can view synced products and manage shipping templates once you've been approved.

You must register as a TikTok Seller via the link provided on the TikTok tab of your Social Setup page.




1. Select **Social Setup** in the side menu of your [CommentSold dashboard](#).
2. Select **TikTok** at the top of the page.
3. Select the **To get started, register your shop...** link at the top of this tab.
4. Enter a working email address in the **Email Address** field. TikTok will send updates to this email.
5. Enter a password in the **Password** field.
6. Select **Register as a merchant**.
7. In the *Set Up Your Shop* section, select **Verify Now**.

Step 2: Set Up Your Shop Reference

< Home

Upload Documents

01 About your business ···· 02 About yourself ···· 03 How you'll get paid ···· 04 Your tax information



Let's start the onboarding process by telling us about your business!

Please note that the information you provide here will be used on the following steps throughout this application.

Set up your Shop Reference

What is your Business Type

Individual

Sole traders should select "Individual" business. We only accept applications from sole traders in the US with a US passport, driver's licence, or Social Security card.

Corporate

Companies should select "Corporate" business and will need to provide business information and proof of identity of a company stakeholder.

Shop name

A proper shop name could help your users remember your brand identity better! Still, you can always change this on your seller profile after settling in.

Please enter a shop name 0/120

1. Select your **Business Type**.
 - a. If you are an LLC (EIN), select **Corporate**.
 - b. If you are a sole proprietor (SSN), select **Individual**.
2. Enter your **Shop name** in the corresponding field.

Step 3: Enter Your Company Information

You can find the information for this section on the IRS and tax documentation you gathered for this registration process.

What is your Company information?

Please note the following information will be used on all remaining applications.

Company name

 0/100
You haven't filled out all mandatory fields

Business registration number

 0/30

Registered Business Address ⓘ

1. Enter your **Company Name** in the corresponding field.

This name should match the company name on your tax documentation **EXACTLY**. Ask yourself, *Does my company name have any spaces, capital letters, or punctuation I should make sure I include?*

For example, **CommentSold LLC**. would need to have all capitalizations, the space between CommentSold *and* LLC, and the period at the end of LLC.

Additionally, many businesses will commercially go by a name that is different from the one used when the owners registered the business. For example, a store is called **Peaches & Pockets** but on all legal and tax documentation, the business is known as **Kipling Holdings LLC**. Here, the business would want to enter the name **Kipling Holdings LLC**.

2. Enter your **Business Registration Number**.

This number should match the Business Registration on your tax documentation **EXACTLY**. This includes any punctuation and spaces.

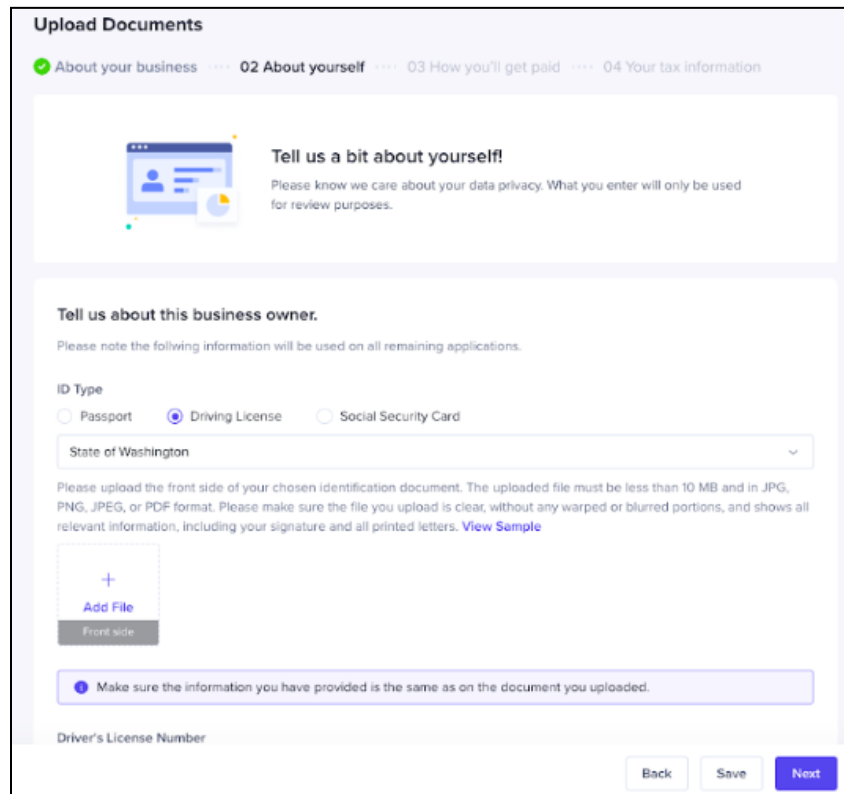
3. Enter your **Registered Business Address** in the corresponding field.
 - When you begin to type, TikTok will populate a suggested address. Select the suggested address that matches yours rather than continuing to enter your address manually.
 - TikTok **will not allow you to proceed** until you select their suggested address.
4. Select **Next** in the bottom-right corner of the page.

Step 4: Verify Your Identity

In this section, you will be asked to verify your identity. If you have a business partner who shares ownership of your business, then you will need to upload verification of identity for *both* of you.

Options for valid ID include:

- **Passport,**
- **Driver's license,** or
- **Social Security Card**



The screenshot shows a web form titled "Upload Documents" with a progress bar at the top indicating four steps: "01 About your business" (completed), "02 About yourself" (current step), "03 How you'll get paid", and "04 Your tax information".

The main heading is "Tell us a bit about yourself!" with a sub-heading "Tell us about this business owner." Below this, there are instructions: "Please note the following information will be used on all remaining applications." and "Please upload the front side of your chosen identification document. The uploaded file must be less than 10 MB and in JPG, PNG, JPEG, or PDF format. Please make sure the file you upload is clear, without any warped or blurred portions, and shows all relevant information, including your signature and all printed letters. [View Sample](#)".

The form includes a section for "ID Type" with three radio button options: "Passport", "Driving License" (selected), and "Social Security Card". Below this is a dropdown menu for "State of Washington".

There is a "Add File" button with a plus sign icon and a label "Front side" below it. A note at the bottom of the form states: "Make sure the information you have provided is the same as on the document you uploaded." Below this note is a label "Driver's License Number".

At the bottom right of the form are three buttons: "Back", "Save", and "Next".

1. Select your **ID Type**.
2. Select + **Add File** to upload a copy of your identification.

Depending on the option selected, you may need to enter additional information.

For example, if you select **Driver's License**, then you will select the issuing state from the drop-down provided. You'll also need to enter your **Driver's License Number**, **Date of Expiration**, **Name**, **Date of Birth**, and **Residential Address**.

Important! When entering your name, enter it **EXACTLY** as it appears on the identification. This includes full middle names or middle name abbreviations (i.e., *Jamie Marie Gray* or *Jamie M Gray*).

Once done, select **Next** in the bottom-right corner of the page.

Step 5: Enter Your Tax Information

Supplementary Information

Entity Type
There are various types of business entities that describe the information that has been entered

Select the entity type

EIN
An Employer Identification Number (EIN), also known as a Federal Tax Identification Number, is used to identify a business entity.

Enter a TIN

Merchant Category Code
A business MCC indicates the types of service or good that are sold to customers.

Select the code

Related Persons Information.

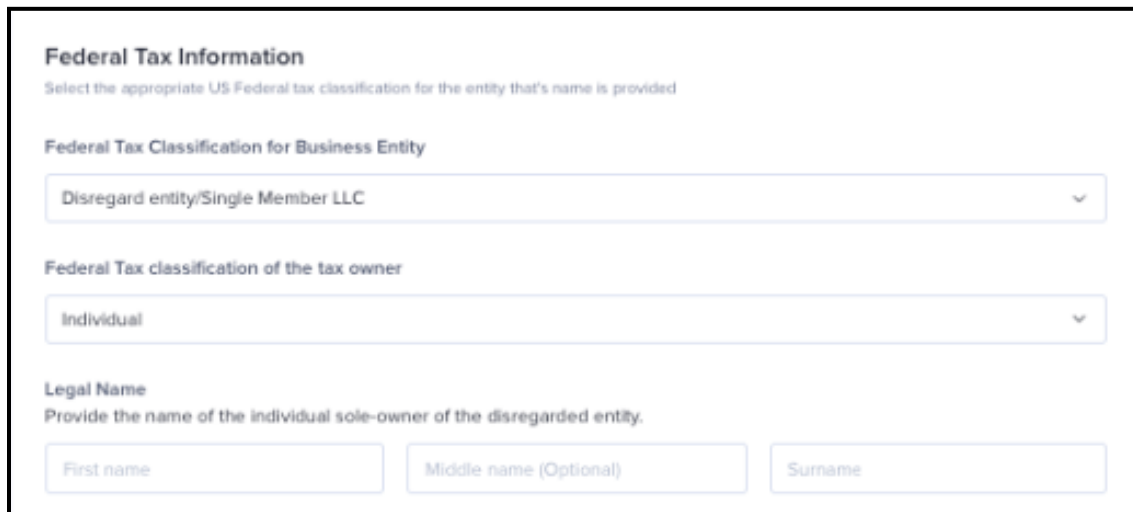
What category does the related person come under?
If your company has a beneficial owner, please select that option. **Beneficial Owner** : A natural person(s) who ultimately owns or controls >=25% interest in a legal entity.

Beneficial Owner Non-Beneficial Owner

1. Select the Federal Tax Classification for your business from the **Entity Type** drop-down.
2. Your selection will expand to show additional fields for that selection. Complete those fields.
3. Select **Next** in the bottom-right corner of the page.

Now you will need to upload copies of either:

- An **IRS confirmation letter SS-4** that shows the taxpayer's name (i.e., your name or your business partner's name) and EIN, or
- Any **IRS notice and corresponding letters** that show the taxpayer's name (i.e., your name or your business partner's name) and EIN/SSN.



The screenshot shows a form titled "Federal Tax Information" with the instruction "Select the appropriate US Federal tax classification for the entity that's name is provided". It contains three main sections: "Federal Tax Classification for Business Entity" with a dropdown menu showing "Disregard entity/Single Member LLC"; "Federal Tax classification of the tax owner" with a dropdown menu showing "Individual"; and "Legal Name" with three input fields for "First name", "Middle name (Optional)", and "Surname".

1. Select the federal tax classification for your business from the **Federal Tax Classification for Business Entity** drop-down, if necessary.
2. Select your federal tax classification as the business owner from the **Federal Tax Classification of the Tax Owner** drop-down.
3. Enter your (or your business partner's) name **EXACTLY** as it appears on your tax documentation.

Ask yourself, Is my name on this tax document my maiden name, or does it include my middle name?

However your name (and/or your business partner's name) appears on this document is what you need to enter here. TikTok is looking for the name you enter to **MATCH** the tax document you upload.


US TIN
A US TIN is a United States issued social security number ("SSN") or individual taxpayer identification number ("ITIN").

Enter a TIN 0 / 9

Upload TIN Documents
Please upload any one of the following two types of documents to complete the EIN/SSN verification.

1. IRS confirmation letter of SS4 containing the taxpayer's name and EIN, or your social security card containing your name and SSN;
2. Any IRS notice and corresponding letters showing Taxpayer's name and EIN/SSN.

Clear and show all relevant information, and characters on the document are not deformed or faded. If there was a name change of the legal entity/Individual, please attach official supporting documents into ONE file and upload it, otherwise information verification may fail due to the name mismatch.


+
Upload file

Document Preview
You can preview your tax form in pdf format

W9-form.pdf [Preview](#)

I confirm that I have reviewed the generated tax documents to the best of my knowledge and believe they are true, correct and complete.

I accept a paperless copy. [Delivery of tax-related documents.](#)

[Back](#) [Save as Draft](#) [Submit](#)

4. Enter the **TIN (SSN)** or **EIN**, as requested.
5. Select **+ Upload File** to upload a photo of your tax documentation.
6. Select the **two checkboxes** at the bottom of the page.
7. Select **Submit** in the bottom-right corner of the page.

Step 6: Confirm Your Tax Information

Once you have submitted your tax information, a pop-up will appear where you can confirm this information.

01 Tax Signature Confirmation ... 02 Confirm Information

1 Under penalties of perjury, I certify that:

The number shown on this form is my correct taxpayer identification number, and I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and I am a US citizen or other US person
The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct

Signature
By signing on the given date, I acknowledge I am signing the tax documentation under penalties of perjury.

Your name 0 / 100

Date
You can modify the date to a day before or after to fit your time zone

Please select date 📅

1. Enter your name in the **Signature** field.
2. Enter the date in the **Date** field.
3. Once done, select **Submit**.
4. Review your information on the following page, then select **Submit**.

Got Questions? We've Got Answers (FAQs)

I didn't use the CommentSold/TikTok link to register my account and now I need help.

CommentSold retailers must use the [CommentSold/TikTok link](#) to register with TikTok's Seller Center. If you didn't use this link, please reach out to our Support team. You can reach them by selecting the blue **Support** button in the bottom-right corner of your CommentSold dashboard.

Why can't I switch my Personal TikTok to a Business Account?

You likely have a content age restriction enabled on your account, so TikTok won't let the account switch to business. Here's how you can disable the age restriction:

1. Log into your TikTok account **on a desktop computer**. This cannot be done within the app.
2. Select the **three lines** in the top-right corner of your TikTok profile.
3. Select **Settings and Privacy**.
4. Locate and select **Digital Wellbeing**.
5. Scroll to **Restricted Mode** and select **Turn Off**.

Why do I need to provide my social security number?

We understand that personal privacy is important to our merchants, and we want to be transparent about the use of your personal information.

TikTok currently requires a social security number for business verification purposes to support anti-money laundering screening. This is currently required for all businesses accepting transactions through TikTok's native checkout.

How long do I have to wait for my account to be approved?

Most account approvals take **approximately 48 hours**. Your account could be approved in more or less time depending on the type of verification you provided. If your account approval is taking longer than 72 hours without any notification of rejection or approval, please contact CommentSold Support.

Your account must receive approval before you can connect your account via your CommentSold dashboard and/or sync products.

You will receive a notification of your approval status within your TikTok Seller Center.

I received this error: "You are not registered in any region."

This error typically means you have not linked your TikTok creator account to your TikTok business account.

1. Navigate to your [TikTok Seller Center](#).
2. Select **My Account** in the top-right corner of the page.
3. Select **Linked TikTok Accounts**.
4. Scroll to **Official TikTok Account** and link your creator TikTok account (e.g., @peachesandpockets, @shopbluestone, etc.).

It could also mean you have not yet configured shipping in TikTok. We walk through this process [here](#).

I received this error: "The information you submitted did not pass review."

There is likely an inconsistency between the information (e.g., names, numbers, etc.) on the tax documents you submitted and your identification documents. Please review your registration inputs to ensure the information **matches exactly**.