

ALABAMA AG FILES LAWSUIT AGAINST TIKTOK FOR TARGETING TEENS

Safeguarding Alabama's Youth: The lawsuit seeks to hold TikTok accountable for prioritizing profit over safety, exposing children to addictive content and ineffective safety measures.

Montgomery, AL (May 2, 2025) – Alabama Attorney General Steve Marshall filed a lawsuit against TikTok Inc. and its parent company, ByteDance Inc., for exploiting children, addicting them to harmful content, and deceiving parents about the safety of its platform. Beasley Allen Law Firm and Prince Glover Hays will be representing the state in this litigation. The lawsuit, filed in Montgomery County Circuit Court, aims to hold TikTok accountable for contributing to a mental health crisis among Alabama's youth.

Beasley Allen's Rhon Jones expressed the firm's commitment to protecting Alabama's children. "At Beasley Allen, we are dedicated to safeguarding the well-being of Alabama's youth. TikTok's deceptive practices have caused significant harm, and we are honored to stand with Attorney General Marshall in this fight to ensure a safer environment for our children," said Jones.

The lawsuit reveals that TikTok's algorithm is designed to capture users' attention, fostering compulsive behavior similar to a gambling machine. This maximizes youth exposure to the app, generating billions in revenue annually. Despite TikTok's claims of being safe for teens and preteens, the algorithm often exposes children to harmful content, including alcohol, drugs, sexual content, and eating disorders.

Additionally, TikTok's safety features like "Kids Mode" and "Restricted Mode" are ineffective and easily bypassed, leaving children vulnerable. ByteDance, TikTok's parent company, provides stronger safeguards for children in China, such as limiting screen time and restricting live content access.

The State of Alabama is seeking a preliminary and permanent injunction under the Alabama Deceptive Trade Practices Act to compel TikTok to stop making deceptive, misleading, false, and unfair statements about the content on its app, the effectiveness of its Restricted Mode, and the TikTok Community Guidelines. Additionally, the state is pursuing compensatory and punitive damages for the harms caused by TikTok's negligence and wantonness. The lawsuit aims to impose civil penalties and secure injunctive relief to ensure TikTok discontinues its misleading practices regarding youth safety.

The State is represented by Rhon Jones, Matt Griffith, Jeff Price, Elliot Bienenfeld, Connor Chase and Will Jones of Beasley Allen; Attorney General Steve Marshall, Katherine Robertson, Brad Chynoweth, Michael Dean and Lindsay Barton of the Alabama Office of the Attorney General; Matt Glover and Blake Williams of Prince Glover Hays.

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