TikTok Shop France Seller Registration Guide

TikTok Shop Account Setup · https://docs.m2ecloud.com/docs/tiktok-shop-france-seller-registration-guide/

Follow this step-by-step guide to register, verify your details, and start selling on TikTok Shop to French customers.

Step 1: Sign-Up on TikTok Shop

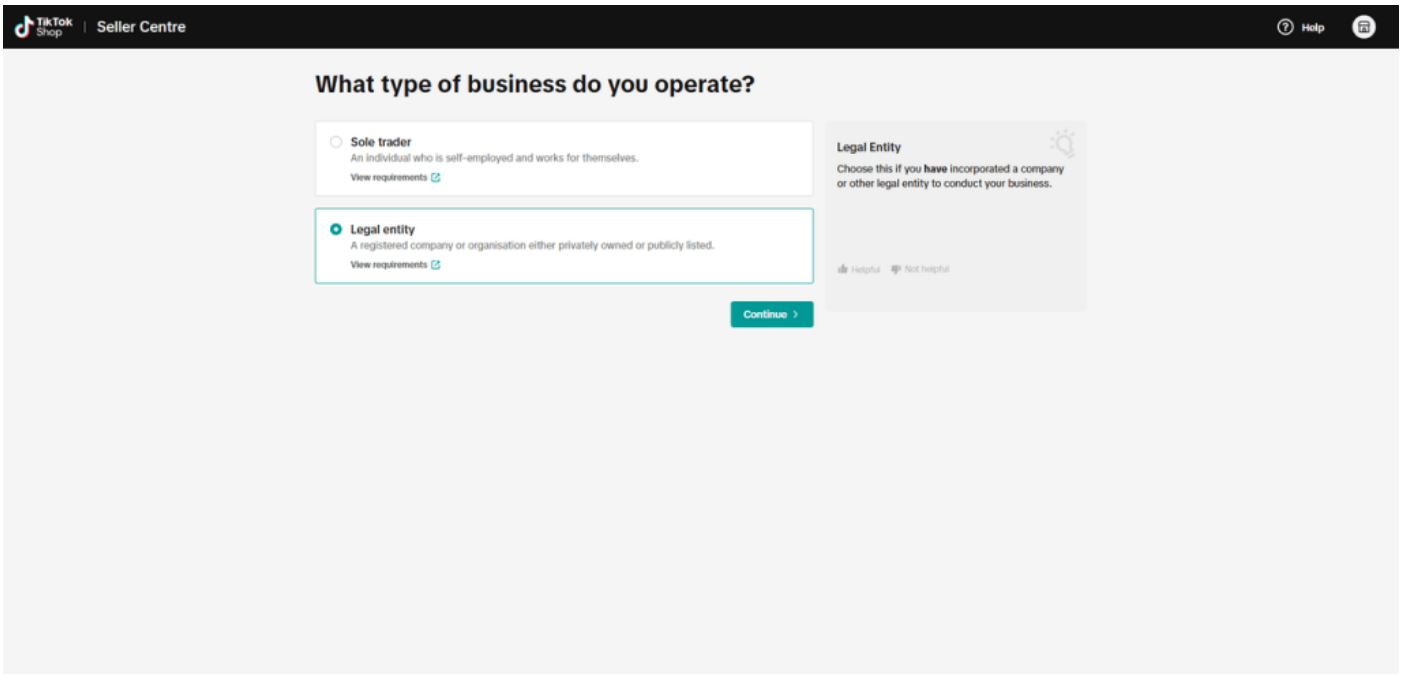
Register with your phone, email, or by linking an existing TikTok account at **TikTok Shop Seller Center for French sellers**. Verify with the one-time code sent to you. Each phone or email can only be linked to one shop account.

> ℹ You can connect your store to TikTok using M2E TikTok Shop integration. A 30-day free trial and guided onboarding are available. Choose your region to get started.

Step 2: Select Your Business Type

The **French sellers** can choose among two options:

- Sole trader;
- Legal entity (registered company).



Screen source: TikTok Shop Registration

Step 3: Enter Primary Representative Info

For legal entities, make sure your business is registered in the same country you're applying from. Submit the following for the primary representative:

- Full name and role (Owner, Director, or Authorized User with a signed letter);
- Indicate if they are a UBO (Ultimate Beneficial Owner);
- Valid ID (Passport, National ID, or Residence Permit; Driver's license accepted in **FR**/IT/DE);
- Selfie video holding the ID;
- Scans of both ID sides;
- Proof of address (e.g. utility bill or bank statement for Germany/**France**).

Your complaint address will be visible to buyers and can match your business address or be a separate one.

For sole traders

To complete your TikTok Shop registration as a sole trader, provide:

- Valid ID (Passport, National ID, or Residence Permit; Driver's license accepted for FR/IT/DE);
- A selfie video clearly showing you holding the ID;
- Scans of both sides of the ID;

- Registration number (if applicable);
- Proof of address (bank statement or utility bill from the last 3 months);

Your proof of address must match the country where you're registering your business.

Accepted proof of address documents:

The **French sellers** can submit one of the following:

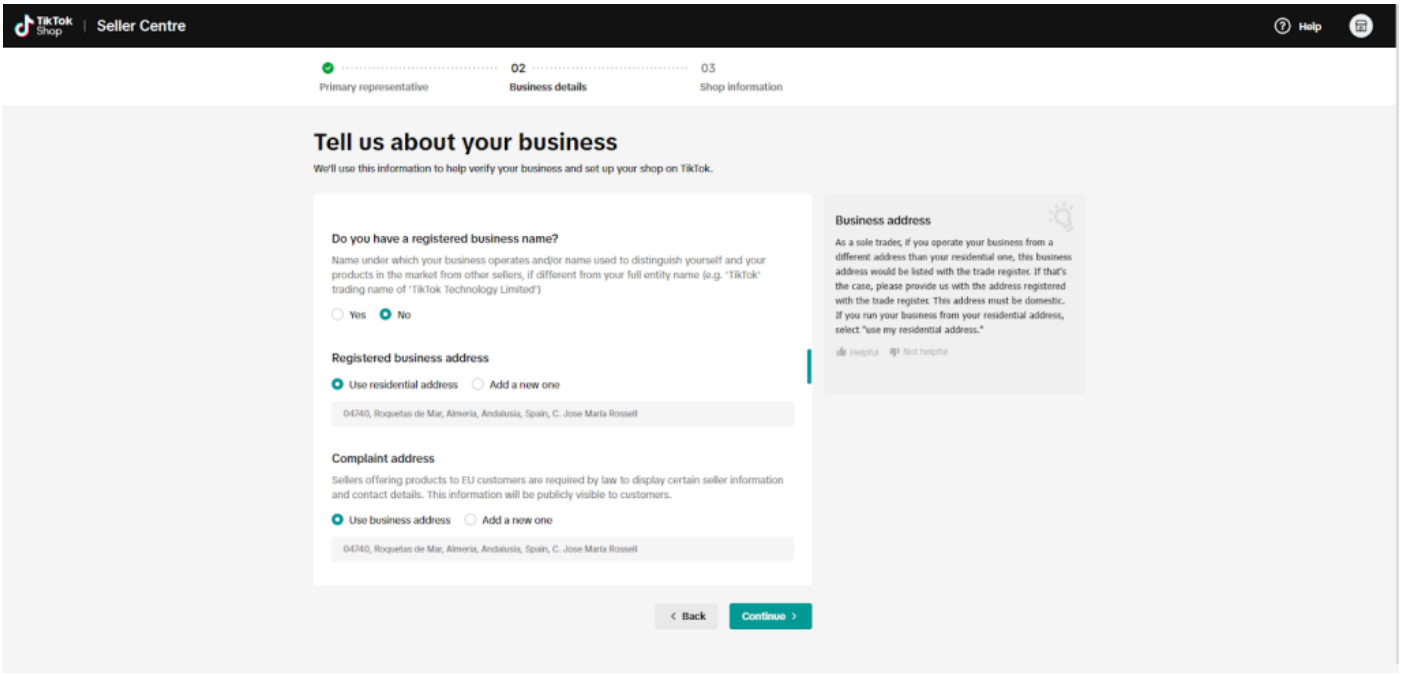
- Utility bill (water, electricity, gas, mobile, or internet);
- Bank statement (RIB not accepted);
- Home insurance certificate;
- Certificate of contract holder;

Ensure the document is recent (within the last 3 months) and clearly shows your name and address.

Step 4: Upload Your Business Information

Provide your registered business name and registration number. You may use your residential address or enter a different one.

Add a complaint address - this can match your business address or be different. It will be publicly visible to customers.



Screen source: TikTok Shop Registration

Step 5: Set Up Your Shop

Shop Name: Pick a name that customers will see;

- **Logo:** Upload a logo to boost brand visibility;
- **Contact info:** Enter your email and phone for shop updates;
- **Identity check:** If you're registering for a company, submit legal details;
- **Submit application:** Review everything and send - approval takes 2-3 days.

Step 6: Provide UBO Information

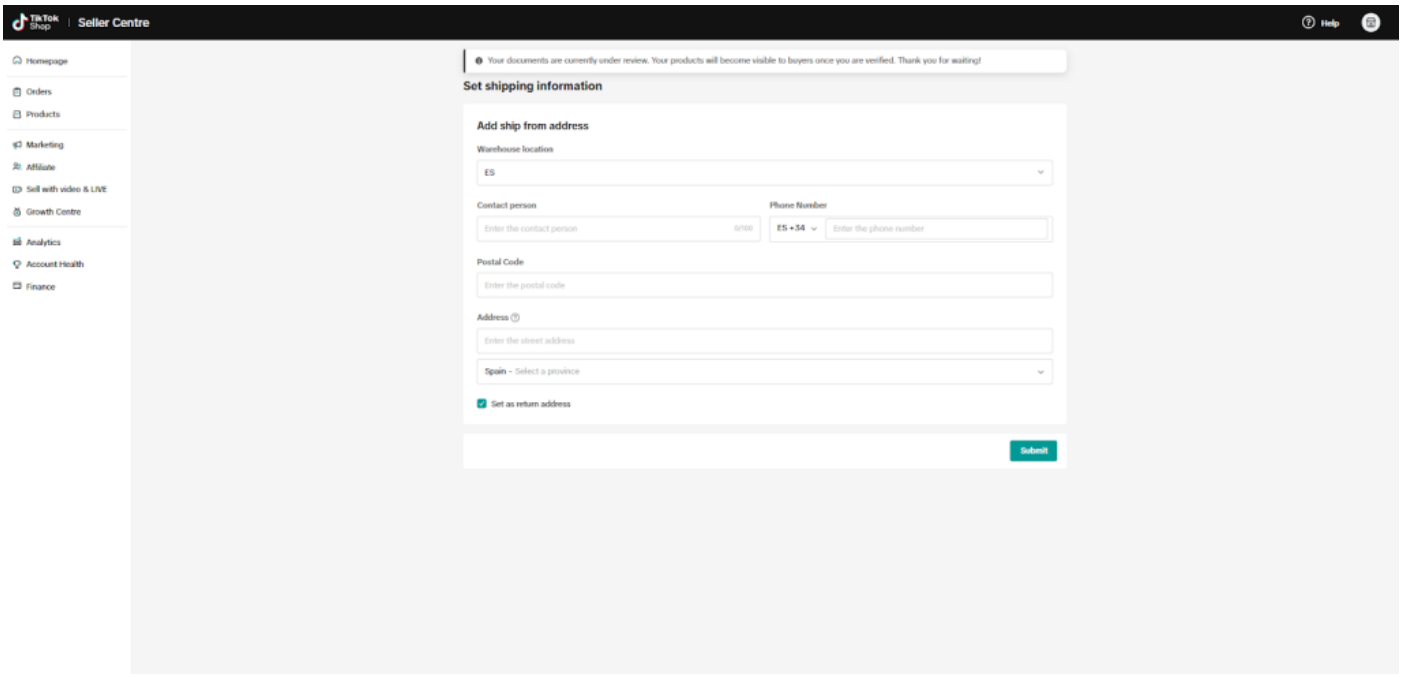
If applicable, you'll need to provide details of any Ultimate Beneficial Owner (UBO) - individuals who own or control more than 25% of the business. This includes their full name, date of birth, nationality, and residential address.

Provide the following details for each Ultimate Beneficial Owner (UBO):

- Legal full name;
- ID number;
- Date of birth;
- Nationality;
- Type of ID (e.g., Passport, National ID);
- Expiration date of the ID;
- Current residential address.

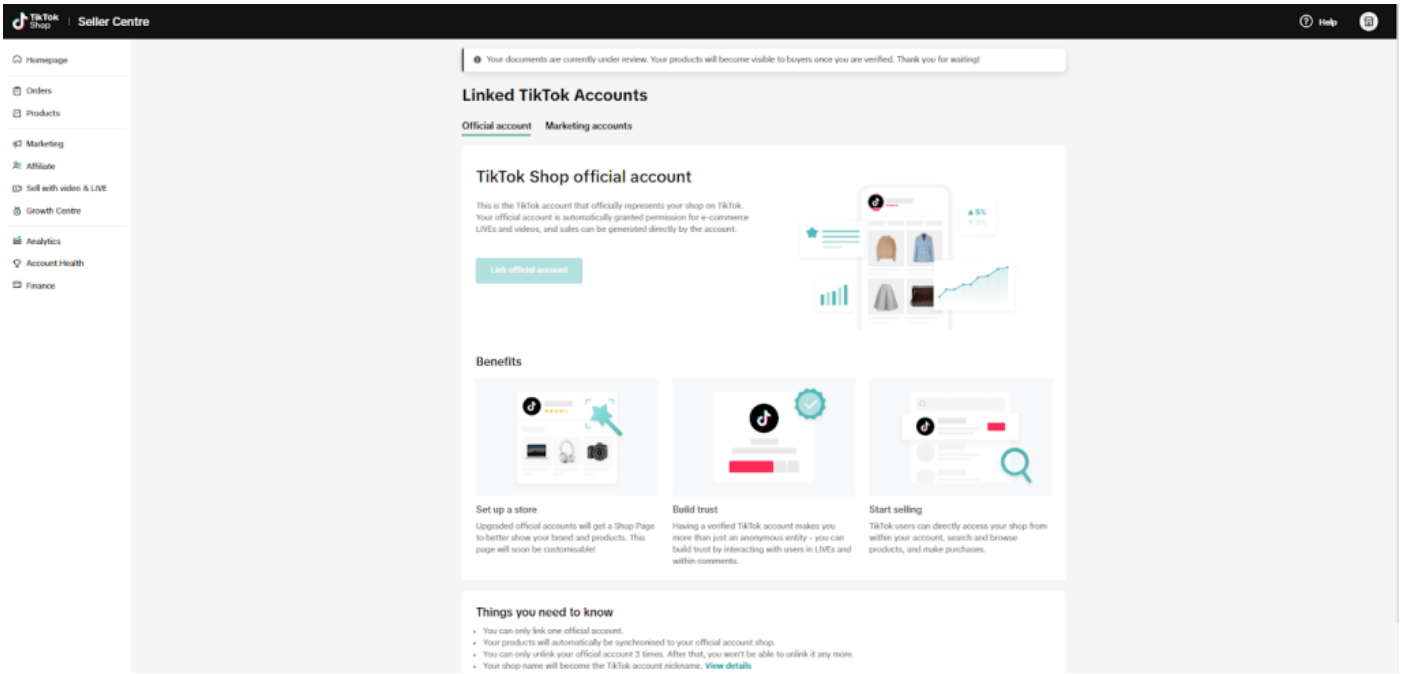
Step 7: Enter Shop Configuration

- **Shipping & returns:** Enter pickup and return addresses;



Screen source: TikTok Shop Registration

- **Customer support:** Add an email and phone number for buyers to reach you.
- **Bank info:** Submit IBAN, BIC, country, email, and a bank statement if needed - must match your registered business name;
- **Product listing:** Add your first product to go live;
- **TikTok account:** Link your TikTok profile to enable shoppable videos and livestream selling.



Screen source: TikTok Shop Registration

FAQs

FAQ 1: Can I Use a Bank Account with a Different Name than My Shop?

No. Your bank account must be under the **exact same name** as your registered shop entity. Parent or subsidiary companies are not accepted, and the account must be valid at the time of submission.

FAQ 2: Who Can Act as the Company Representative During Registration?

Only an **Owner**, **Director**, or a **Primary Authorized User** (with a signed authorization letter) can complete the registration on behalf of the company. Be sure the selected role matches what's listed in your business registry.

FAQ 3: Why Do I Need to Submit a Video with My ID?

Due to legal verification rules, you must upload a **selfie video clearly showing your face and your ID**. Blurry, altered, or unclear videos will be rejected. This step ensures authenticity and prevents identity fraud.

Need more info about how to sell on TikTok Shop? Remember to check out our documentation.

For more information, read the official TikTok Shop guide for French sellers.