

CIFF EFFECT HOUSE T&CS (EN)

Cannes International Film Festival Effect Challenge

Program-specific provisions

No Purchase Necessary

By entering, each participant accepts and agrees to be bound by these Program-specific provisions. Failure to comply with these Program-specific provisions may result in disqualification.

TikTok proudly presents the **Cannes International Film Festival Effect Challenge** (this "**Challenge**"). This Challenge is a Program subject to the Rewards Policy under which you can create cinema inspired effects! The Challenge will be held from April 14th, 2023, 05:00 AM GMT to May 5th, 2023, 00:00 AM GMT (the "**Challenge Period**"). Winning participants will be selected by a panel of judges in accordance with the Winner selection and rewarded accordingly.

These Program-specific provisions form a binding legal agreement between us and you, and set forth terms and conditions for participating in the Challenge available on the Platform.

This Challenge is also subject to the [TikTok Terms of Service](#), [Community Guidelines](#), [Effect House Terms of Service](#), [Effect Guidelines](#), [Rewards Policy](#) and other policies on the Platform, as amended from time to time (together the "**TikTok Policies**"). In the event of any conflict between these Program-specific provisions and the [Effect House Terms of Service](#), these Program-specific provisions shall prevail.

Any capitalized terms not defined in these Program-specific provisions but defined in the TikTok Policies have the meaning given to them in the TikTok Policies.

1. Eligible participants

Only the following individuals will be eligible to participate in the Program, if you:

- Do not reside in Afghanistan, American Samoa, Anguilla, Bangladesh, Cameroon, CoteD' Ivoire (Ivory Coast), Crimea, Cuba, Dominica, Donetsk, Equatorial Guinea, Fiji, Gabon. Ghana, Guam, Haiti, Iran,Iraq, Lebanon, Liberia, Libya, Luhansk regions of Ukraine, Moldova, Monaco, Montenegro, Myanmar, North Korea, Palau, Panama, Paraguay, Russia, Saint Lucia, Samoa, Seychelles, South Sudan, Sudan, Syria, Thecentral African Republic, Timor-Leste, Trinidad and Tobago, US Virgin Islands, Uzbekistan, Vanuatu, Zimbabwe and Brazil;
- are not an employee, officer or contractor of TikTok and/or Cannes International Film Festival;

Violation of these Program-specific provisions, the TikTok Policies and/or applicable law may result in disqualification from this Challenge and TikTok account suspension.

2. How to participate in this Challenge

Participation in this Program is free of charge. No purchase or entrance fee of any kind is required.

To participate in this Challenge:

- a. [Download the Effect House software](#), log into your TikTok account;
- b. Create an effect and a demo video to accompany the effect for one of the following categories (each, an **"Effect Category"**): Makeup, Wardrobe, Cinematography, Direction, or VFX, following the [Challenge Prompt](#) on the Effect House Challenges page; and
- c. When submitting effects, check the Effect Category into which you are entering and then Cannes International Film Festival Effect Challenge on the effect submission page to enter this Challenge.

Once an effect and demo video are actually received by us, they are referred to in these Program-specific provisions as an **"Entry"** (or **"Entries"**). You may enter as many Entries as you want. Entries must be submitted between April 14th, 2023, 05:00 AM GMT and May 5th, 2023, 00:00 AM GMT.

3. Submission requirements

Entries must meet all the following requirements:

- follow the [Challenge Prompt](#);
- follow all applicable laws, and all TikTok Policies;

- not contain any third-party intellectual property (this includes branded clothing, copyright works other than the participant's own, or other branded objects) unless you have proof that you have obtained all rights and clearances.

4. How to opt out of and re-enter the Challenge

If you no longer wish to participate in this Challenge after you have submitted an Entry, you can opt out of the Challenge by deleting your Entry or Entries from the Effect House web portal (hyperlink to <https://effecthouse.tiktok.com/portal>).

Once you opt out, your Entry(ies) will be disqualified and ineligible for Rewards associated with the Program. After you opt out, you can re-enter the Program by performing the required tasks again during the Challenge Period.

5. Winner selection and Rewards

Provided you meet the requirements listed at section 3 above, the eligible Entries will be judged by a panel of independent judges (such panel comprised of 2 employees at TikTok and 1 external impartial judge) ("**Judges**") based on the criteria listed in the table below:

Weight	Metric	Details
25%	Creativity	Effect is creative, original and innovative.
25%	Craftmanship	Effect demonstrates excellent technical ability
25%	Conformity to Challenge Prompt	Effect that is fun, interesting, and suitable for all people of all ages.
25%	User Focus	The Effect is interactive, intuitive and focused on user experience.

The Judges will evaluate and score the Entries based on the above criteria between May 8th, 2023 and May 10th, 2023 ("**Scoring Period**"). The Judges will select 16 Entries ("**Winners**") (three (3) for each Effect Category and one (1) overall Cannes International Film Festival Favorite) that receive the highest scores at the end of the Scoring Period to win a Reward.

Each Winner will only be able to win one (1) Reward. For participants who submit multiple Entries, only the highest scoring effect (according to the above criteria) will be taken into consideration.

The Winners will win the following Rewards:

a. Makeup Category:

- 1 (one) 1st Place: \$2,000 USD
- 2 (two) honorable mentions: \$500 USD each

b. Wardrobe Category:

- 1 (one) 1st Place: \$2,000 USD
- 2 (two) honorable mentions: \$500 USD each

c. Cinematography Category:

- 1 (one) 1st Place: \$2,000 USD
- 2 (two) honorable mentions: \$500 USD each

d. Direction Category:

- 1 (one) 1st Place: \$2,000 USD
- 2 (two) honorable mentions: \$500 USD each

e. VFX Category:

- 1st Place: \$2,000 USD
- 2 (two) honorable mentions: \$500 USD each

f. Cannes Film Festival Favourite

- 1 (one) ticket to screening at Cannes International Film Festival Screening on May 22nd, 2023, including a 2 night stay (May 21st - May 23rd) in a 4* Hotel or similar accommodation, including flights and transportation (with an estimated value of up to \$4,000 USD);

Please note that we do not provide any additional support related to travel requirements, including visa support and/or any other condition that must be met (if any) in order to travel. It is the sole responsibility of the winner to ensure that they meet all necessary travel requirements and have obtained any necessary visas or permits.

By participating in this Program, you acknowledge and accept that we will not be responsible for aspects related to the hotel or other accommodation, flights, and/or other transportation services beyond the Rewards we provide.

6. Notification and receipt of Rewards

On May 12th, 2023, 09:00 AM GMT, all Winners will be announced on the [Challenge Prompt](#) page.

Rewards will be distributed to each Winner within fifteen (15) business days after the Winner has been successfully contacted and provided all necessary information we request (if any). We will also inform the Winners on which method can be used to collect the Rewards, depending on the country of residence. By choosing not to provide the personal information (such as email

address) required to deliver the Reward, you acknowledge and agree that you will be disqualified from participating and/or collecting Rewards.

If you object to your username, profile picture being made public in this way, or you do not wish to participate in the Challenge, you can opt out of this Challenge.

We may notify Winners to claim the Rewards via TikTok in-app messaging on the Platform or via email. Winners must follow the directions in their notification (if any) to claim the Reward. We reserve the right to disqualify any participant and/or Entry in our sole and absolute discretion. If any participant cannot be contacted and confirmed a Winner as above, or in the event that any Reward is not successfully claimed, the Reward may be forfeited and an alternative Winner may be selected. We are not responsible for any unsuccessful Reward claims or any failed attempts to contact a participant.

We are obliged to make public or available information proving that a valid identification of the Winners and delivery of the Reward has taken place. To this end, we will share the username and country of the Winners with anyone who contacts us within one month of the end of the Challenge Period pursuant to the below Winners list section. If you object to your username and country being made public in this way, please send us a [Privacy Report](#). In this regard, please note that this information may need to be shared with the relevant regulatory bodies at their request.

7. Winners list

For the names of the Winners of this Challenge, please send a request via email with the subject line "Cannes International Film Festival Effect Challenge" to effect_house_support@tiktok.com.

Any questions? You can contact us through the [Feedback functionality](#).