

Hello 2024 LIVE Assets Effect Challenge

Program-specific provisions

Visit [hyperlink for full Challenge Rules] for applicable Program-specific provisions. No payment necessary. The Program starts on 4th December 2023 at 10AM PT(GMT-8) and ends on 22nd December 2023 at 10AM PT(GMT-8). Open to legal residents of a country where Effect House and TikTok are available and who are at least 18 years of age, at the time of entry. Six (6) winners will be selected by a panel of judges based on specific criteria set out in the terms. Usernames and profile pictures of winners will be displayed.

Hello 2024 LIVE Assets Effect Challenge is a Program subject to the [Rewards Policy](#) under which you can create effects to celebrate New Year.

After creating an effect following the Challenge Prompt on Effect House, you can submit effects and demo videos by following the guidance on the [Challenge Prompt page](#) to submit your effect.

The Rewards available under this Program are:

1. First-prize winner, \$10,000, 1 winner;
2. Second-prize winners, \$5,000 each, 2 winners; and
3. Third-prize winners, \$1,000 each, 3 winners.

Further details about Hello 2024 LIVE Assets Effect Challenge can be found [here](#) ("**Challenge Prompt**").

Your access and use of Effect House is subject to our [TikTok Effect House Terms of Service](#). Our [Terms of Service](#) also apply to your participation in Programs in the same way as they apply to any other activities on the Platform and for the administration of this Program our [Privacy Policy](#) describes how we process your personal data. These Program-specific provisions shall be governed and interpreted as set out in our [Terms of Service](#). Capitalised terms not defined in the Program Terms have the meanings given to them in our [Terms of Service](#).

Users of Government, Politician and Political Party accounts are ineligible for this Program.

The Program duration will be from 4th December 2023 at 10AM PT(GMT-8) to 22nd December 2023 at 10AM PT(GMT-8) ("**Program Duration**").

1. Eligible Participants

1.1 In addition to eligibility requirements set out under our [Rewards Policy](#), only the following individuals will be eligible to participate in the Challenge, if you:

- a. are a resident of EEA, Switzerland and the UK and do not use a VPN or other similar tool;
- b. are not an employee, officer or contractor of TikTok and/or EBU;
- c. are at least 18 years of age or the age of majority in your country of residence as of the start date of the Challenge; and
- d. have an account on the Platform that is in good standing with the [TikTok Terms of Service](#), [Effect House Terms of Service](#), [Community Guidelines](#), [Effect Guidelines](#) and other applicable terms and policies.

1.2 Users of Government, Politician and Political Party accounts are ineligible for this Program.

1.3 Violation of these Terms, the TikTok Policies and/or applicable law may result in disqualification from this Challenge and TikTok account suspension. We reserve the right to disqualify any participant who does not comply with TikTok Policies and/or any applicable laws.

1.4 Participation in this Program is not subject to payment.

2. How to participate?

2.1 To participate, the user must following the guidance on the Challenge Prompt page to submit their effect. Together with the effect the user will also have to submit a demo video which will show how an effect is applied to a video (together the effect and the demo video will be referred to as an “**Entry**”). You may submit as many Entries as you want.

2.2 To be eligible, Entries:

- a. must follow the [Challenge Prompt](#);
- b. must be submitted during the Program Duration; and
- c. must follow all applicable laws, these Terms and all TikTok Policies.

2.3 Entries will be declared invalid if they are late, illegible, incomplete, damaged, or otherwise irregular. The sole determinant of time for the purposes of this Challenge, including receipt of a valid Entry, will be the Challenge computer servers (only when the entry is successfully transmitted from the user's computer to our server, will the Entry be 'received').

3. Winner selection and Rewards

3.1 Winning effects are selected by a panel of independent judges (such panel comprised of 10 employees from TikTok and 1 external AR professional) based on the following subjective and objective criteria in the table below:

Weight	Metric	Details
50%	Originality	Originality and the ability for users to use the effect in their own creations
50%	Conformity to Challenge Prompt .	How closely related the Entry is to the Hello 2024 theme.

3.2 The Judges will evaluate and score the Entries based on the above criteria between 20th Dec 2023 and 21st Dec 2023 ("**Scoring Period**"). The Judges will select six (6) Entries ("**Winners**") that receive the highest scores at the end of the Scoring Period to win a Reward.

3.3 There will be 6 Winners of the Challenge. Each Winner will only be able to win one (1) Reward. For Participants who enter multiple entries, only the highest scoring Entry (according to the above criteria) will be taken into consideration.

3.4 The Rewards available under this Program are:

1. First-prize winner, \$10,000, 1 winner;
2. Second-prize winners, \$5,000 each, 2 winners; and
3. Third-prize winners, \$1,000 each, 3 winners.

4. Notification and receipt of Rewards

4.1 Winners will be notified through TikTok in-app messaging and the Challenge Prompt page. On 22nd Dec 2023, all Winners will be announced on the Challenge Prompt page. Rewards will be distributed to each Winner on 15th of the following month after the Winner has been successfully contacted and fulfilled all Challenge requirements.

4.2 Winners must follow the directions in their notification (if any) to claim the Reward, which may include, for example, providing a valid address for the delivery of Rewards.

4.3 If any participant cannot be contacted and confirmed a winner as above, or if any Reward is not successfully claimed, the Reward may be forfeited, and an alternative participant may be selected in line with the selection criteria.

4.4 We are not responsible for any unsuccessful Reward claims or any failed attempts to contact a participant.

4.5 Winners will be announced on the Challenge Prompt page. In addition, 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.

For the names of the winners of this Program, please send a request via email with the subject line "Hello 2024 LIVE Assets Effect Challenge" to effect_house_support@tiktok.com.

4.6 If you object to your username and country being made public in this way, or you do not wish to participate in the Challenge, you can opt-out of this Challenge. To this end, please send us a [Privacy Report](#). However, this information may need to be shared with the relevant regulatory bodies at their request.

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