

# #EffectHouseStory EEA Terms and Conditions

## [Effect House Story]

### Program-specific provisions

**Effect House Story** is a Program subject to the [Rewards Policy](#) under which you can publish videos related to your Effect House story and journey.

Five (5) winning videos will be selected by a panel of judges in accordance with the Winning Selection and Reward section below.

After shooting a video following the Challenge Prompt on Effect House, you must publish the video with (1) #EffectHouseStory and (2) #EHOpenHouse in the caption to enter this Challenge during the Program Term.

The Rewards available under this Program are:

- Five (5) video features in Effect House Open House global conference (limit of one per person).
- The five Participants who publish these five (5) videos will also be entered as nominations to Archi Award under the People's Choice category (limit of one per person).
- Five (5) x \$300 (limit of one per person).

Further details about [Effect House Story] can be found [here](#) ("**Challenge Prompt**").

These Terms form a binding legal agreement between us and the participants of this Challenge (the "**Participant**" or "**you**") in the Challenge, and set forth terms and conditions for participating in the Challenge available on the application owned or controlled by us, including, without limitation, Effect House, TikTok, our related websites, services, applications, products and content owned or controlled by us.

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

The Program duration will be from [Nov 1st, 2023] at [10:00 PST] to [Dec 3rd, 2023] at [23:59 PST] ("**Program Term**").

## 1. Eligible Participants

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

- a. are a resident of Albania, Algeria, Andorra, Argentina, Austria, Bahamas, Bahrain, Barbados, Belgium, Belize, Bermuda, Bosnia and Herzegovina, Botswana, Brazil, Bulgaria, Canada, Cayman Islands, Chile, Columbia, Costa Rica, Croatia, Cyprus, Czechia, Denmark, Dominica, Dominican Republic, Ecuador, Egypt, El Salvador, Estonia, Faroe Islands, Finland, France, French Polynesia, Georgia, Germany, Gibraltar, Greece, Greenland, Grenada, Guadeloupe, Guatemala, Honduras, Hong Kong, Hungary, Iceland, Indonesia, Ireland, Israel, Italy, Jamaica, Japan, Jordan, Kazakhstan, Kenya, Kuwait, Latvia, Lesotho, Liechtenstein, Lithuania, Luxembourg, Malawi, Malaysia, Malta, Mauritius, Mexico, Monaco, Morocco, Mozambique, Netherlands, New Caledonia, New Zealand, Nicaragua, Norway, Oman, Panama, Peru, Poland, Portugal, Qatar, Republic of Moldova, Romania, Réunion, Saint Kitts and Nevis, Saint Lucia, San Marino, Saudi Arabia, Senegal, Serbia, Seychelles, Slovakia, Slovenia, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, The Philippines, Trinidad and Tobago, Turks and Caicos Islands, United Arab Emirates, United Kingdom, United States, Uruguay, Venezuela, Vietnam; ("**Eligible Regions**") and, as also listed on the [Challenge Prompt](#);
- 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?

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2.1 To participate, the user must **publish a video via Effect House** using the hashtag (1) **#EffectHouseStory** and (2) **#EHOpenHouse** during the Program Term. **The video will be referred to as an "Entry"**. Users who wish to participate in this Program must have registered an account on the Platform and downloaded Effect House.

2.2 You may submit as many Entries as you want.

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. SubChallenge Requirements

3.1 To be eligible, Entries:

- a. must follow the [Challenge Prompt](#);
- b. must be submitted during the Program term;
- c. must follow all applicable laws, these Terms and all TikTok Policies, including without limitation the TikTok [Community Guidelines](#) and [Effect Guidelines](#); and
- d. must not contain any third-party intellectual property (this includes branded clothing, copyright works other than the Entrant's own, or other branded objects) unless you have proof that they have obtained all rights and clearances.

3.2 In addition, you:

- a. represent and warrant that each effect you submit must be original to you and exclusively created and owned by you (or include content that is in the public domain or assets from within Effect House), and you must have all rights, licenses and authorizations necessary to all content within the Entry, including written perChallenge from anyone appearing in the Entry (if under 18 or the age of majority in your jurisdiction, written perChallenge from their parents or legal guardians) required to grant the license specified herein to TikTok.
- b. must not edit, reformat, adapt, amend, alter the Logo and other intellectual property rights included in creating the Entry.
- c. Any Entry deemed by TikTok to be in violation of the above, or that is otherwise inappropriate, will be disqualified by TikTok in its sole discretion.

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

4.1 If you no longer wish to participate in the 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>).

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

## 5. Winner Selection and Reward

5.1 Provided you meet the SubChallenge Requirements listed in section 3 above, the eligible Entries will be judged by a panel of independent judges (such panel comprised of 5 employees at TikTok and 1 external judge from LensList) ("**Judges**") based on the following subjective and objective criteria listed in the table below:

Weight	Metric	Details
40%	Conformity to <a href="#">Challenge Prompt</a>	The video is within the theme of Participants' achievements and journeys in Effect House.
30%	Video Quality	The video is creative, intuitive and easy to understand.
30%	Video Engagement	Number of views, likes and comments.

5.2 The Judges will evaluate and score the Entries based on the above criteria between Dec 3rd, 2023 and Dec 11th, 2023 ("**Scoring Period**"). The Judges will select 5 Entries ("**Winners**") that receive the highest scores at the end of the Scoring Period to win a Reward.

### 5.3

There will be 5 Winners of the Challenge. Each Winner will only be able to win one (1) Reward comprising of 1-3 below. For Participants who enter multiple entries, only the highest scoring effect (according to the above criteria) will be taken into consideration.

### 5.4

The Winners will win the following Rewards:

1. Video feature in Effect House Open House global conference
2. Nominations for Archi Award
3. 300 USD

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.

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.

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

## 6. Notification and Receipt of Rewards

6.1 On Dec 13th, 2023, 23:59 AM PST, all Winners will be announced on the [Challenge Prompt](#) page.

6.2 Rewards will be distributed to each Winner within ten (10) business days after the Winner has been successfully contacted and fulfilled all Challenge requirements. 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.

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

6.4. We may notify Winners to claim the Rewards via in-app messaging on the Platform or email. Winners must follow the directions in their notification (if any) to claim the Reward, which may include signing an authorization letter and providing necessary IP license documentation and/or showing proof of being an authorized account holder. We reserve the right to disqualify any Participant and/or Entry in our sole and absolute discretion. If any potential winner 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 potential Winner may be selected at TikTok's sole discretion. We are not responsible for any unsuccessful Reward claims or any failed attempts to contact a potential winner.

6.5 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 surname and region 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, in this regard, through your participation in the Challenge, you grant us consent to do so. If you object to your last name 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.