

# Fashion Month Effect House Challenge (T&Cs) EEA

## Program-specific provisions

Fashion Month Challenge is a Program subject to the [Rewards Policy](#) under which you can create Fashion and Beauty effects!

After creating a Fashion and/or Beauty effect following the Challenge Prompt on Effect House, you can submit effects by checking “Fashion Month Challenge” on the effect submission page to enter this Challenge Prompt.

The Rewards available under this Program are set out below:

Type	Number of winners	Reward per winner	Winner selection criteria
Beauty Category Winner	1	2,000 USD	Mentioned below
Beauty Category Runner Ups	2	500 USD	Mentioned below
Fashion Category Winner	1	2,000 USD	Mentioned below
Fashion Category Runner Ups	2	500 USD	Mentioned below
Grand Prize Winner	1	3 night stay in Paris (France) from (September 29th - October 1st) in a 4* Hotel or similar accommodation, including flights (with an estimated value of up to \$4,000 USD) for the Grand Prize Winner.	Grand Prize Winner will be chosen out of the two main winners of each category (Fashion and Beauty). Selection Criteria: 40% Originality, 40% Craftmanship, 20% Comformity to Challenge Prompt

Further details about Fashion Month 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 18st August 2023 at 09:00 AM BST to 10th September 2023 at 23:59 PM BST ("**Period**").

In addition to the eligibility requirements set out under our [Rewards Policy](#), you can participate in this Program only if you reside in France, Spain, Italy, Belgium, Sweden, Denmark, Norway, The Netherlands, Germany, Austria, Switzerland, Romania, Poland, Hungary, Czech Republic, Great Britain, Portugal, Greece and do not use a VPN or other similar tool.

Participation in this Program is not subject to payment.

To participate, the user must create an effect following the Challenge Prompt on the Effect House Challenge Prompt page. Users who wish to participate in this Program must have registered an account on the Platform and downloaded Effect House.

When submitting effects, the user should check “Fashion Month Challenge” on the effect submission page to participate in this Program. 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. All Entries must be submitted within the Period.

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 Prompt, including receipt of a valid Entry, will be the Challenge Prompt computer servers (only when the entry is successfully transmitted from the user's computer to our server, will the Entry be 'received').

Winning effects are selected by a panel of judges from TikTok and an external independent judge based on subjective and objective criteria as listed below:

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Weight	Metric	Details
20%	Craftmanship	This metric is measured in terms of the total views of videos using the effect 7 days after the Entry is published on the Platform.
40%	Originality	Originality and the ability for users to use the effect in their own creations.
40%	Conformity to Challenge Prompt ( <a href="#">hyperlink to the Challenge Prompt</a> )	Effect that is fun, interesting, and suitable for all people of all ages.

Winners will be notified through TikTok in-app messaging and/or email, and Rewards will be distributed to each winner within thirty (30) business days after the winner has been successfully contacted and provided all necessary information we request.

The Rewards are also subject to the applicable terms on the third-party website.

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.

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 Period. For the names of the winners of this Program, please send a request via email with the subject line "Fashion Month Challenge" to [effect\\_house\\_support@tiktok.com](mailto:effect_house_support@tiktok.com).

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

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