

TikTok Trends Mission T&C - for EEA

Effect House TikTok Trends Mission T&Cs

for EEA, Switzerland and UK

1. PROGRAM-SPECIFIC SHORT RULES TO BE PUT ON MISSION WEB PAGE

Visit [Mission webpage](#) for applicable Program-specific provisions. No payment necessary. The Program starts on 2023/03/01 at 0:00:00 and ends on 2024/05/01 at 23:59:59. Open to legal residents of a country where Effect House and TikTok are available and who are at least 18 years of age. Winners will be selected by conformity of inspiration videos and total video posts of effects. Username and profile picture of winner[s] will be displayed. Reward: Amazon / Grab / Carpe diem Gift card, which may vary by region. Limit of 1 Rewards per person.

2. FULL PROGRAM-SPECIFIC PROVISIONS

TikTok Trends Mission

Program-specific provisions

TikTok Trends Mission is a Program subject to the [Rewards Policy](#) under which you create effects inspired by our inspirational videos.

After creating an effect following the Mission prompt, you can submit effects by selecting “XX Mission” of dropdown in the effect submission form to participate.

The Rewards available under this Program are:

- Participants who created the top 50% most popular effects (defined above in Section 4) will be eligible to get recommended in TikTok's effect tray.
- In addition, Participants who created the top 20% most popular effects (defined above in Section 4) will be eligible to collect a gift card or voucher (depending on the Participant's region). You may find more details in the table below.

Region	Gift card type	Value
The United Kingdom	Amazon Gift Card	8 GBP
Germany	Amazon Gift Card	10 EUR
France	Amazon Gift Card	10 EUR
Italy	Amazon Gift Card	10 EUR

Spain	Amazon Gift Card	10 EUR
Mexico	Amazon Gift Card	200 MXN
Japan	Amazon Gift Card	1200 JPY
Vietnam	Vietnam Grab Food Voucher	200,000 VND
Philippines	Philippines Grab Food Voucher	500 PHP
Indonesia	Indonesia Grab Food Voucher	100000 IDR
Thailand	Thailand Grab Food Voucher	300 THB
Malaysia	Malaysia Grab Food Voucher	50 MYR
Brazil	Carpe Diem Gift Card	50 BRL
Other regions	Amazon Gift Card	10 USD

Further details about TikTok Trends Mission can be found here ("**Mission or 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 2023/03/01 at 0:00:00 to 2024/05/01 at 23:59:59.

In addition to the eligibility requirements set out under our [Rewards Policy](#), you can participate in this Program only if you reside in EEA, Switzerland and UK and do not use a VPN or other similar tool.

Participation in this Program is not subject to payment.

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

To participate in this Program, you should follow the listed steps accordingly.

- Step 1: Download the Effect House desktop software from <https://effecthouse.tiktok.com>.
- Step 2: Log in to your TikTok account.
- Step 3: Create an effect following the Mission Prompt on the Effect House Missions page. You may access the Mission Prompt page by clicking on the "TikTok Trends Mission" on the Effect House official website or through your TikTok inbox message.
- Step 4: When submitting effects, check "TikTok Trends Mission" on the effect submission page to enter this Mission.

Once an effect and a demo video showing how the effect is applied to a video are received by us, they are referred to in these Terms as an "Entry". You may enter as many Entries as you want.

Note: The Mission has multiple Phases. Each Phase lasts for a period of 1-3 weeks, at the beginning of which we will post some inspirational videos for the Phase. You should create an effect that is relevant to the inspirational videos. Each Phase has a submission deadline. You must submit your effect before the deadline for the phase you are participating in. Otherwise, your Entry shall be declared invalid and ineligible for a Reward. You may refer to the Mission Prompt page for more details.

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 Mission, including receipt of a valid Entry, will be the Mission computer servers. Entries generated by script, macro or other automated means are void. You may participate using only one TikTok account. If you attempt or are suspected of attempting to enter using more than one TikTok account, or using robotic, automatic, programmed or any other methods of participation not authorized by these Terms, it shall be deemed as tampering and will void your Submission.

All Entries must meet all of the following requirements:

- Effects must follow the Mission Prompt.
- Effects must follow all applicable laws and all TikTok Policies, including without limitation the TikTok Community Guidelines and Effect Guidelines.
- You represent and warrant that each effect you submit is 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 have all rights, licenses and authorizations necessary to all content within the Entry, including written permission from anyone appearing in the Entry (if under 18 or the age of majority in your jurisdiction, written permission from their parents or legal guardians) required to grant the license specified herein to TikTok.

Any Entry deemed by TikTok to be in violation of the above, or that is otherwise inappropriate, will be disqualified by TikTok.

Winning effects are selected by a panel of judges who are employees at TikTok based on subjective and objective criteria as listed below:

How we select winners	Metric	Description
Step 1: The judge panel will filter Entries that do not follow the Mission Prompt.	Conformity	The Conformity Metric is measured in terms of the relevance of the effects you submit to the inspirational videos on the Mission Prompt.
Step 2: The top 50% most popular effects (out of all the remaining eligible Entries, ranked by total video views) will be the winning effects for each phase.	Popularity	The Popularity Metric is measured in terms of the total views of videos using the effect during each Mission phase.

The Scoring Period for each phase is defined as the timeframe between the end of the phase and three [3] days after the end of the phase.

Winners will be notified through TikTok in-app messaging and Rewards will be distributed to each winner within ten (10) business days after the winner has been successfully contacted and provided all necessary information we request (if any)

Gift cards redemption code will be sent to you by TikTok in-app messages. You should follow the third party's guidance in the in-app message, and you might be redirected to a third party website (e.g. Amazon, depending on your region). TikTok is not liable for your use of any third party website.

You should redeem your Reward(s) within the term of validity of each Reward as specified on the Reward page. The Rewards are also subject to the applicable terms on the third party website. You need to log in to your third party account to redeem the Reward.

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 Mission/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 Mission/Challenge Period. For the names of the winners of this Program, please send a request via email with the subject line “TikTok Trends Mission” to 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 Mission/Challenge, you can opt-out of this Mission/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.

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