

# Billie Eilish Effect Challenge T&Cs (EEA)

## Billie Eilish "Hit Me Hard And Soft" Effect Challenge

### Program-specific provisions

Billie Eilish "Hit Me Hard And Soft" Effect Challenge is a Program subject to the [Rewards Policy](#) under which you can create Billie Eilish themed effects.

After creating an effect following the Challenge Prompt on Effect House, you can submit effects by checking “Billie Eilish Challenge” on the effect submission page to enter this Challenge.

The Rewards available under this Program are 1. \$5,000 cash prize, two concert tickets to see Billie Eilish at the closest show to your region, a signed vinyl copy of Hit Me Hard and Soft, and a merch package, 2. \$1,000 cash prize, 3. \$250 cash prize.

Further details about Billie Eilish "Hit Me Hard And Soft" Effect Challenge 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 May 28, 2024 at 10:00 AM PT and June 16, 2024 at 11:59 PM PT.

In addition to the eligibility requirements set out under our Rewards Policy, you can participate in this

Program only if you reside in 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 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 Mission/Challenge Prompt on the Effect House Missions 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 “Billie Eilish Challenge” on the effect submission page to participate in this Program (referred to as an “**Entry**”). You may submit as many Entries as you want.

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

Winning Effects will be selected by a panel of judges who are employees at TikTok and Interscope Records, based on subjective and objective criteria as listed below:

Weight	Metric	Details
25%	Creativity	Effect is creative, original and innovative.
25%	Craftsmanship	Effect demonstrates excellent technical ability
25%	Sound integration	Effect creatively integrates a song from the new Billie Eilish album using the TikTok Sounds Library feature in Effect House.
25%	Conformity to <a href="#">Challenge Prompt</a>	Effect represents the prompt and aesthetic of Billie Eilish / "Hit Me Hard and Soft"

Winners will be notified through TikTok in-app messaging and Rewards will be distributed to each winner within on or around July 1, 2024. All winners will be announced on [the Challenge Prompt page](#).

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

### **Cash Reward Distribution**

Cash Rewards will be paid to the relevant Winners' TikTok accounts. Winners agree to accept funds transferred to their Payment Account within thirty (30) days of any such transfer, or funds may be forfeited and unavailable for withdrawal. Winners further agree and acknowledge that TikTok reserves the right and is authorized to withhold from such payments any amounts it is required to withhold and pay over to any governmental authority under applicable law, and any such withheld amounts shall be treated as paid to Winners by TikTok.

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.

We may notify Winners to claim the Rewards via in-app messaging on the Platform. 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.

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

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 ["Billie Eilish Hit Me Hard and Soft Effect 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 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](#).