

T&Cs for Effect House Challenge EEA version-2025 Game Effect Challenge

2025 Game Effect Challenge

Program-specific provisions

2025 Game Effect Challenge is a Program subject to the [Rewards Policy](#) under which you can create effects relevant to the theme.

After creating an effect following the Mission/Challenge theme, you can select **2025 Game Effect Challenge** in the dropdown under **Challenge** in the submission form.

The Rewards available under this Program are:

- **Challenge Champion (1): \$2,000**
- **Best Interactive Game (2): \$500**
- **Best AR Game (2): \$500**
- **Best Randomizer Game (2): \$500**

Note: If you submit multiple entries or use multiple accounts, only the entry with the highest score per user will be considered.

Further details about **2025 Game Effect Challenge** can be found [here](#)

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 January 8 2025 at 10:00 AM PST to February 8 2025 at 10:00 AM PST.

In addition to the eligibility requirements set out under our [Rewards Policy](#), you can participate in this Program only if you reside in the United Kingdom, Germany, Italy, France, Spain 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 <https://effecthouse.tiktok.com/latest/active-challenges/2025-game/> 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 **2025 Game Effect Challenge** on the effect submission page to participate in this Program. 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 are selected by a panel of judges who are employees at TikTok and one (1) independent judge based on subjective and objective criteria as listed below:

Weight	Metric	Details
40%	Relevance to the theme (https://effecthouse.tiktok.com/latest/active-challenges/2025-game/)	Effect must follow the specified theme
30%	Creativity	Effect must be unique and innovative
30%	Seamless experience	Creators must be able to understand and use the effect with ease

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 (if any).

If winners are from regions where Effect House Rewards Center is eligible (check it on <https://effecthouse.tiktok.com/rewards/center>), they need to add your payment info through Rewards Center to collect your rewards.

Winners must follow the directions on the campaign page <https://effecthouse.tiktok.com/latest/active-challenges/2025-game/> to claim the Reward, which

may include, for example, providing payment account info, or 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 <https://effecthouse.tiktok.com/latest/active-challenges/2025-game/> 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 ["2025 Game Effect Challenge"] 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](#).