

2021 Build It Play It Challenge  
Terms and Conditions

Thank you for being a part of Roblox! As we often say, Roblox is the Imagination Platform, the ultimate virtual universe where imagination rules. Key to that is your imagination and your participation. So, we are excited that you are taking part in the 2021 Build It Play It Challenge (“**Contest**”). The Contest invites qualifying Roblox users (each an “**Entrant**”) to submit their own original, special effect particles designs for showcasing on Roblox’s platform, if selected as winners (each such design, an “**Entry**”).

1. Acceptance of Terms. Below are the terms and conditions that govern your participation in the Contest (“**Contest Terms**”). These Contest Terms are supplemental to the [Roblox Terms of Use](#) (“**General Terms**”) which govern your use of the Roblox websites or any Roblox products, software, applications, content, data feeds, and services (“**Roblox Services**”). The General Terms are incorporated herein by reference. Roblox may use information provided by you in accordance with the [Roblox Privacy and Cookie Policy](#) (“**Privacy Policy**”) and information about collection and use of your personal information is detailed in the Privacy Policy. In addition, you will be subject to the terms and privacy policy of a third party site, “Twitter,” and that site is not owned or operated by Roblox. All Twitter terms and conditions including, without limitation, its terms of use, rules and privacy policy, which are displayed on [www.Twitter.com](http://www.Twitter.com) (collectively, “**Twitter Terms**”) apply to your use of Twitter in connection with the Contest, and failure to comply with the Twitter Terms will invalidate your Entry. If there is any conflict between the Contest Terms, on the one hand, and the Twitter Terms, on the other hand, then the Contest Terms will apply in relation to disputes relating to the Contest. Twitter provides its services directly to you, and Roblox is not responsible for such services and makes no warranty or representation with respect to such services. You will be responsible for all obligations related to all services provided by Twitter and agree not to attempt to impose any liability on Roblox or to seek any legal remedy from Roblox with respect to any acts or omissions of Twitter related to its services. If you do not agree to the General Terms and the Contest Terms, you may not participate in the Contest and should not submit an Entry.
2. General Conditions. The Contest is open to Roblox registered users who are 13 years of age or older as of the Entry date and have a valid Twitter account. Roblox employees, their immediate family members and persons living in the same household are not eligible. The Contest is void where prohibited or limited by law or where registration, bonding or localization is required. No purchase or payment is necessary to enter the Contest, and a purchase or payment will not increase the chances of winning. The Chance of winning depends on the skill of each Entrant and the number of Entrants. If an Entrant is under the age of majority in his/her state or country of residence, the Entrant may only enter the Contest and is only eligible to win with the consent of the Entrant’s parent or legal guardian. In such a case, you represent, warrant and covenant that both you and your parent or legal guardian have read these Contest Terms and agree to be bound thereby. You further acknowledge and agree that by entering the Contest you are accepting a benefit that you cannot return or disgorge and that we are relying on your representations regarding your ability to accept and perform these Contest Terms, and you therefore waive any right you may have under applicable law to void, rescind, or otherwise avoid these Contest Terms. We reserve the right to confirm parental consent at

any time by any manner, including by having the Entrant's parent or legal guardian sign a parental consent form. If you are a parent or guardian consenting to these Contest Terms on behalf of a child between the ages of 13 and 17, inclusive, you additionally agree to guarantee and be fully responsible for that person's performance hereunder, including all financial obligations or liability he or she may incur, and all disclaimers and waivers of applicable legal protections provided herein, and you agree to take all actions (including executing such additional documents or agreements) necessary to effect and perfect the foregoing. In such cases, prizes will be awarded in the name of the parent or legal guardian of the Winner (as defined below). Any reference to an Entrant herein shall be deemed to include his/her parent or legal guardian, as applicable. In all other cases, you represent that you are 18 years or older and at least the age of majority in your jurisdiction of residence and fully competent to enter, and you hereby agree and acknowledge that you have read, understood, and agree to be bound by these Official Rules without modification.

3. Duration of the Contest: Entry Methods.

3.1. Duration of the Contest. The Contest will run online from 12:00 PM Pacific Daylight Time ("PDT") on June 25, 2021, to 11:59 AM PDT on July 23, 2021 ("**Contest Period**").

3.2. Entry Method. To enter the Contest:

- a) Log into your Twitter account.
- b) Follow the Roblox Education Twitter account (@RobloxEdu).
- c) Within the Contest Period, reply to Roblox Education's Twitter announcement of the Contest with a complete capture of your digital Entry, produced in Roblox Studio.
- d) Provide the following in the caption for your Entry: the hashtag "#BuildItPlayItContest." You may not include hashtags to topics completely unrelated to the Contest.
- e) You must submit your own Entry and not anyone else's Entry. If you are caught posting anyone else's Entry, you will be disqualified.
- f) Your Twitter profile must be public to qualify.
- g) Although we will accept multiple Entries from the same Entrant, we will award no more than one Prize to each Entrant. Entries may not be duplicates, or near duplicates, of other Entries.
- h) Any Entry that is obscene, or anything that does not follow Roblox's [General Terms](#), including [Community Rules](#), will not be accepted.
- i) To be valid, all Entries must comply with these Contest Terms and Roblox's General Terms, and must be received no later than 11:59 AM PDT on July 23, 2021.

4. Winner Selection.

- 4.1. After the end of the Contest Period, we will choose up to the top fifty (50) Entries that receive the most "likes" on Twitter (“**Best Entries**”). We will select four (4) winning Entrants from such Best Entries (each a “**Winner**”) based for the following equally weighted categories:
    - a) Community Favorite.
    - b) Creative Usage.
    - c) Artistic Excellence.
    - d) Technical Expertise.
  - 4.2. Potential Winners will be contacted via Twitter direct messaging on or around 5:00 PM PDT on August 13, 2021 (which messaging will constitute notice to each potential Winner). If a potential Winner is determined by us to be ineligible, unqualified to participate in this Contest, in violation of these Official Rules, or does not respond to our notice message within 48 hours, the potential Winner may be disqualified and a new potential Winner may be selected under the same equally weighted criteria if time permits. If there are too many great entries, Roblox reserves the right to choose additional Winners.
5. Prize. The Winners will each have their respective Entries showcased in a game on the Roblox platform and in a highlight video that may be posted on the Roblox blog. Failure to acknowledge receipt of your win or to provide your full name and address within 48 hours of receiving our notice message of your win from Roblox (or within another claim period if specifically stated) may invalidate your Entry, and we may pick an alternative Winner. In the event you are a Winner, you expressly consent and acknowledge that we may post your Twitter or Roblox user name on Twitter, Roblox and other places and use your name and likeness (including your avatar) to promote Roblox or the Contest and that you waive any rights to edit such use.
6. Intellectual Property Rights, Representations, and Warranties.
  - 6.1. By submitting an Entry, you represent that:
    - a) the Entry is original and has been legally created;
    - b) the Entry does not and shall not infringe or violate the copyright, intellectual property, privacy or publicity rights or any other legal or moral rights of any third party;
    - c) the Entry does not and shall not violate any applicable law or regulation;
    - d) Entrant has the right to grant any and all necessary rights and licenses provided, including without limitation, all necessary copyright and other related rights to the Entry free and clear of all claims and encumbrances without violating the rights of any person or entity, including any right to privacy or publicity; and
    - e) the Entry has not been published or distributed previously in any media or entered into any other contest or promotion.
  - 6.2. By submitting an Entry, you irrevocably and without further consideration assign all right, title and interest in such Entry, including any and all trademark, copyright and other intellectual property rights, to Roblox. You agree that you will, upon the reasonable request of Roblox and without demanding any further consideration therefor, do all things necessary, proper or advisable, including execution, acknowledgement and recordation of specific assignments, oaths,

declarations and other documents to assist Roblox in obtaining, perfecting, sustaining and/or enforcing its rights in the Entry.

- 6.3. To the extent the Entry is not fully assignable, Entrant irrevocably grants Roblox and its affiliates, legal representatives, assigns, agents and licensees, the unconditional, nonexclusive, irrevocable, royalty-free and perpetual right and permission to reproduce, store, copy, transmit, publish, post, broadcast, distribute, display, publicly perform, adapt, exploit, make derivative works from, exhibit and/or otherwise use or reuse (without limitation as to when or to the number of times used) the Entry, in any and all media without limitation as to time or territory, and without additional compensation or approval from the entrant or any other party. You waive any right to inspect or approve uses of the Entry. You waive all intellectual property rights, privacy/publicity rights or other legal or moral rights that might preclude Roblox's use of the Entry, and you agree not to sue or assert any claim against Roblox for the use of the Entry or your likeness or statements. Except to the extent in conflict with or as otherwise provided in this Agreement, in the course of participating in this Contest, whatever you provide to us (whether we ask for it or not) will be considered User-Generated Content (UGC), as that term is defined in the General Terms. For the sake of clarity, that UGC will be subject to the General Terms, including without limitation Section 6(B) and the royalty-free license to Roblox to reproduce and distribute your UGC on the platform described therein.
7. **Cancellation.** If, for any reason, we determine in our sole discretion that we are not capable of running the Contest as planned, we reserve the right in our sole discretion to cancel, terminate, modify, or suspend the Contest and to select the Best Entries from among all otherwise eligible Entries received prior to the cancellation, but we will have no obligation to do so. Persons attempting to “game” the Contest or tampering with the Contest in any way whatsoever to gain an unfair advantage, violating the fair play or spirit of the rules, or abusing any aspect of the Contest will be disqualified. We reserve the right to correct any typographical, printing, computer programming or operator errors, including, without limitation, computer errors that erroneously award prizes.
8. **Conduct.** We reserve the right in our sole discretion to disqualify any individual we believe to be tampering with the Entry process, the operations of the Contest or the Roblox website; to be acting in violation of the Contest Terms and the General Terms; or to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY DELIBERATE ATTEMPT BY A USER OR ANY OTHER INDIVIDUAL TO DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, WE RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.
9. **Third Parties.** You understand that the Contest may involve advertisers, sponsors or other third parties (“**Third Parties**”). YOU UNDERSTAND THAT THE CONTEST IS

SOLELY BETWEEN YOU AND US (AND NOT WITH ANY THIRD PARTIES), THAT THIRD PARTIES WILL HAVE NO LIABILITY TO YOU FOR ANYTHING RELATED TO THE CONTEST, AND THAT IN ANY CASE YOU RELEASE ALL THIRD PARTIES FROM ANY LIABILITY TO YOU RELATED IN ANY WAY TO THE CONTEST.

10. Winner's List. Individuals may request the names of the Winners by submitting a self-addressed stamped envelope prior to August 31, 2021, to: Roblox Build It Play It Challenge Winners List Request, 970 Park Place, San Mateo, CA 94403. Vermont residents may omit postage.