



HEALTH PROTECTION AGENCY

MINISTRY OF HEALTH
MALE'
REPUBLIC OF MALDIVES



Terms and Conditions

World Cancer Day 2026: “The Healthy Dhufun TikTok Challenge”

“The Healthy Dhufun TikTok Challenge” provides TikTok content creators with an opportunity to receive a Prize, subject to the Terms.

1. Definitions

1.1. In these Terms:

A. "Intellectual Property Rights" means copyrights (including software rights), patents, trademarks, trade names, service marks, business names (including Internet domain names), design rights, database rights, rights in confidential information (such as know-how, trade secrets, and inventions) and all other intellectual property rights (whether registered or not, including applications to register).

B. “HPA” means Health Protection Agency under Ministry of Health, Sosun Magu, Roashanee Building.

C. Selection Date means the date to select the winner of the Prize. HPA may, at its sole discretion, change the selection date at any time, by publishing new selection date on its official viber/twitter/facebook/tiktok accounts.

D. Launch Date means 4th February 2026.

E. Prize means the monetary reward of MVR 5,000 (Maldivian Rufiyaa Five Thousand).

F. “You”, “your” and “Participant” means a person who participates in the Challenge, including anyone we reasonably believe is acting with your authority or knowledge Challenge from your TikTok user account.

G. Challenge is the “The Healthy Dhufun TikTok Challenge” which is further detailed in section 4 of these Terms.

2. Agreement to these Terms

By Participating in this Challenge, you agree to be bound by these Terms.



HEALTH PROTECTION AGENCY

MINISTRY OF HEALTH
MALE'
REPUBLIC OF MALDIVES



3. Challenge Period

The duration of the Challenge is from 4th February 2026 to 05th March 2026 (the “Challenge Period”). The duration is subject to change or extended at the sole discretion of HPA, which will be published on its official viber/twitter/facebook/tiktok accounts.

4. Participation and Eligibility Conditions

4.1. Under the Challenge, Participants are required to make a creative video on promoting healthy behaviours specifically on Healthy Dhufun, showcasing the tradition of dhufun using healthier alternatives instead of areca nuts.

4.2. To be qualified for the Challenge, you must fulfil the below conditions;

- a) The video must be published on TikTok within the Challenge Period.
- b) Tag @hpa_mv and @dhiraagufans in your post.
- c) Follow @hpa_mv and @dhiraagufans on TikTok
- d) Use the hashtag: #UnitedbyUnique_WCD2026 and #healthydhufun.
- e) Must be residing in the Republic of Maldives.
- f) Shall have a public account for entries to be visible.

5. Content Guidelines

5.1 Entries must be original, created by the participant, and relevant to the Challenge theme and song.

5.2 Content must not:

- a) Contain offensive, obscene or discriminatory material.
- b) Infringe any Intellectual Property Rights.
- c) Misrepresent or impersonate others.
- d) Breach or violate any laws of the Republic of Maldives



HEALTH PROTECTION AGENCY

MINISTRY OF HEALTH

MALE'

REPUBLIC OF MALDIVES



5.3 HPA reserves the right to immediately disqualify any entry that violates this Clause 5 or TikTok's Community Guidelines.

6. Winner Selection

6.1. From the Participants, the winner will be selected based on the creativity and originality of the video through an independent judge panel.

6.2. The decision with regards to the winner by the independent judge panel shall be final and binding.

6.3. The winner will be selected and awarded in the subsequent month.

7. Announcement and Distribution

7.1. Details of the winner will be announced after the Challenge Period and published on HPA official social media account(s).

7.2. HPA will endeavor to present the Prize to the winner as soon as practicable after the conclusion of the winner selection as per clause 7.4.

7.3. The Prize will be given to the winner after their identity is verified. The winner must bring a valid ID, such as a National ID card or passport, when collecting the Prize. If the winner authorizes another person to collect the Prize on their behalf, that person must present a consent letter from the winner along with valid identification documents for verification.

7.4. HPA will make reasonable attempts to contact the winner through TikTok. Within sixty (60) days from the date the winner is contacted, the Prize will have to be collected by the winner from the designated venue as informed by HPA and shall acknowledge the receipt of the prize through the winner's personal account.

7.5. In the event HPA is unable to contact or verify the winner within three (3) working days from the date of the selection, and/or if the winner fails to comply with Section 7.4 or any additional conditions herein, the winner would have deemed to have forfeited the Prize, and HPA may at its sole discretion, deem the winner disqualified, and award the Prize to the Participant with the next best video. The conditions herein will apply.

7.6. In the event that the winner is found to be deceased, HPA shall present the Prize to the legal heirs (as determined by a court of law) of the deceased.



HEALTH PROTECTION AGENCY

MINISTRY OF HEALTH

MALE'

REPUBLIC OF MALDIVES



8. Discontinuation and Disqualification

8.1. We may discontinue this Challenge and/or disqualify You from the Challenge, if:

- a) you breach any provision of these Terms.
- b) you misuse the Challenge or infringe Intellectual Property Rights;
- c) you have breached the Content Guidelines;
- d) you provide false or fraudulent information;
- e) your details are not verifiable, and you cannot be contacted by HPA;
- f) your information is incorrect, incomplete or not up to date, and you fail to correct such information prior to the Selection Date; or
- g) your unauthorised or unlawful use of the Challenge is suspected.

8.2. We may discontinue this Challenge for convenience or if we discontinue the TikTok challenge, or if a required permit or license by us is refused, withdrawn or terminated and/or if any authorities require us to suspend the Challenge.

8.3. If you rectify any breach or the reason for disqualification no longer applies, you may again register for the Challenge within the Deadline during the Challenge Period.

8.4. Rights accrued before termination are not affected.

9. Liability and Indemnity

9.1. HPA is not liable for indirect, incidental, special, consequential, or punitive damages, including loss of profits, data, or goodwill.

9.2. HPA does not accept any liability relating to the Challenge, use of TikTok platform or any other liabilities arising under these Terms, except for liability which cannot be excluded as explicitly stated under the law.

9.3. HPA total aggregate liability under this Terms shall not exceed MVR 5,000 (Maldivian Rufiyaa Five Thousand).



HEALTH PROTECTION AGENCY

MINISTRY OF HEALTH

MALE'

REPUBLIC OF MALDIVES



9.4. You agree to indemnify and defend us against any costs or claims arising from your use of TikTok or your participation, including legal expenses. This indemnity survives expiry of the Challenge.

10. Intellectual Property Rights

10.1. By participating, you grant HPA a non-exclusive, royalty-free, worldwide, perpetual license to use, reproduce, adapt, distribute, and publish the submitted content across HPA platforms, including but not limited to social media channels, websites, and marketing campaigns, with or without attribution.

10.2. Participants must ensure compliance with TikTok's intellectual property rights and privacy policies when creating and uploading content during the Challenge Period.

10.3. Participants acknowledge that any breach of this Clause 10 may infringe third-party intellectual property rights. Participants shall be solely responsible for any claims, damages, or liabilities arising from such infringements, and agree to indemnify and hold HPA harmless against any such claims.

11. Personal data

You consent to our use and disclosure of your personal information provided to enter the Challenge. By accepting the Prize, the winner consents to our indefinite use and disclosure of the winner's name and any photos taken for advertising, Challenges, publicity and marketing materials and purposes.

12. Governing Law and Dispute Resolution

12.1. These Terms shall be governed by the laws of the Republic of Maldives.

12.2. Any dispute relating to the Challenge, or the Terms, must be resolved amicably in discussion with us and if unresolved, will be referred to the courts of the Republic of Maldives.

13. Miscellaneous provisions

13.1. If you wish to opt out from the Challenge, please Email info@hpa.gov.mv from your registered email account.

13.2. Our decisions regarding any aspect of this Challenge are final and binding, and no further correspondence, requests or claims will be entertained in this regard.



HEALTH PROTECTION AGENCY

MINISTRY OF HEALTH

MALE'

REPUBLIC OF MALDIVES



13.3. The Parties hereby agree that any claims against the other will be made in their own individual capacity and not as a representative or class action, and any rights to such actions are hereby waived.

13.4. The Prize is given on an as-is basis without warranties of any kind, express or implied. You agree to waive any claims against HPA relating to the quality or standard of the Prize.

13.5. This is an independent Challenge by HPA. HPA is not affiliated with or endorsed by TikTok.

13.6. If any part of these Terms is illegal or invalid, it does not affect the rest of the Terms.

13.7. We are not responsible for delays or failures due to circumstances beyond our control.

13.8. You cannot transfer your rights or obligations under these Terms without our written consent. We can assign our rights and obligations to another provider.

13.9. Notices must be in writing and delivered by hand, post, or electronic means. Notices are considered served on the date of delivery, or ten (10) days after posting or, if delivered electronically, on the date the electronic communication was sent.

13.10. We reserve the right to amend these Terms at any time., without prior notice. Amendments to these Terms may be published by HPA on its official account(s) at any time. These Terms, any amendments to it, and/or modifications to the Challenge or the Prize may be made by HPA, at its sole discretion, at any time, and it shall apply to the Challenge, winner selection process and handing over of the Prizes.