

# TAGGRS Games - Official Rules

The following Game Rules ("Rules") outline the organization, participation, and expectations for the TAGGRS Games 2026 ("Competition"), organized by TAGGRS, The Netherlands.

These Rules ensure fairness, transparency, and structure while protecting competition integrity and minimizing risks or misunderstandings.

Participation constitutes acceptance of these Rules, governed by Dutch law.

## 1. Organizer

TAGGRS Games 2026 is organized by TAGGRS, The Netherlands.

## 2. Event name

The official name of the Competition is: TAGGRS Games.

## 3. Eligibility and participation

Participation is open worldwide to individuals only. Team participation is not allowed.

There are no age or geographic restrictions.

Both **existing TAGGRS users and new users** are allowed to participate.

## 4. Costs

Participation in the TAGGRS Games is **completely free of charge**.

## 5. Competition structure

The TAGGRS Games consist of four phases: Qualification (online game with three levels), Grand Final, Jury Evaluation, and Results.

The Competition is skill-based. Progression and final rankings are determined by participants' performance in knowledge-based multiple-choice questions and practical tracking challenges. No element of chance or random selection determines advancement or final outcomes.

### 5.1 Qualification phase

Participants complete three (3) levels on the TAGGRS platform. Each level features timed multiple-choice questions on tracking, dataLayer, and Server-side Tracking, with fixed questions, pass scores, time limits, and attempts. Question timers run individually; expired timers count as incorrect. Feedback shows only correct/incorrect/timeout. No answers revealed.

	Question no.	Pass score	Time per question	Level attempts	Notes
Level 1. The Warm-Up	7 questions	80% (max 1 wrong)	20 seconds	3 during the whole Competition	Completing Level 1 unlocks Level 2 and provides one (1) access ticket to the daily prize pool upon providing an email address.

Level 2. The Sprint	7 questions	80% (max 1 wrong)	30 seconds	3 during the whole Competition	Completing Level 2 unlocks Level 3 and provides two (2) additional access tickets.
Level 3. The Final Lap	10 questions	70% (max 3 wrong)	30 seconds	2 during the whole Competition	Participants can visualize the leaderboard. The top 20 players qualify for the Grand Final.

## 5.2 Grand Final

During the Grand Final, the top 20 Participants will be provided with:

- A TAGGRS demo account
- A TAGGRS demo webshop
- A Google Tag Manager Client-side container
- An email with instructions and relevant information
- Axeptio cookiebanner for consent mode.

Each demo setup contains intentionally flawed client-side tracking. Participants must:

- Identify and correct client-side tracking issues
- Ensure correct client-side event tracking
- Implement a complete Server-side Tracking configuration using TAGGRS.

All tasks must be completed and submitted within 3 hours. Late submissions will not be accepted.

## 5.3 Jury evaluation

Setups are evaluated by the jury across five criteria: Data maximization (25%), Privacy and consent (25%), Data quality (25%), Structure and transparency (15%), Creativity (10%).

Final decisions of the jury are final and binding. TAGGRS is not required to provide detailed scoring breakdowns or justifications beyond final results.

## 5.4 Results and publication

Participants may be featured on:

- The TAGGRS website
- TAGGRS social media channels
- TAGGRS email communications

This will only be done **after explicit consent** from the participant where required.

## 6. Errors and technical issues

TAGGRS is not responsible for disadvantages, delays, or outcomes caused by technical errors, bugs, downtime, or other unforeseen issues.

Participation is at the participant's own risk in this regard.

## 7. Cheating and fairness

Cheating is **not allowed**. Cheating includes, but is not limited to: sharing answers, account sharing, automation, exploiting bugs, or manipulating results.

## 8. Disqualification

TAGGRS reserves the right to disqualify participants in case of fraud, abuse of the platform, and/or violation of these Rules.

Disqualification decisions are **final**.

## 9. Use of external tools

Participants are allowed to use external tools (e.g. AI tools, documentation, browser extensions) during the competition.

## 10. Prizes

### 10.1 General: Daily prize pool

- Only on **workdays** (not weekends)
- All participants who pass a round enter the daily prize pool

Daily prizes may include:

- 10x Free audits
- 10x Free access to a basic plan:
  - 4x 3 months
  - 3x 6 months
  - 2x 9 months
  - 1x 12 months
- 10x Free support calls (AMA) with TAGGRS tracking specialists
- 10x TAGGRS goodie bags (contents may vary)
- 1x Visit to an ice skating event at Thialf with premium tickets

TAGGRS reserves the right to adjust prizes based on availability or logistics.

### 10.2 Level-based rewards

#### 10.2.1 Passing Level 1

Participants earn one (1) access ticket to the Daily Prize Pool. For a detailed overview of available prizes and an explanation of how its functions, refer to the section “Daily Prize Pool” above.

#### 10.2.2 Passing Level 2

Participants earn two (2) access tickets to the Daily Prize Pool. For a detailed overview of available prizes and an explanation of how its functions, refer to the section “Daily Prize Pool” above.

#### 10.2.3 Passing Level 3

Participants receive six (6) months of complimentary access to a regular TAGGRS Basic subscription plan.

### 10.3 Finalist prizes

#### 10.3.1 Placement from 11 to 20

Participants receive:

- Handwritten card (depending on location)
- Spotlight on TAGGRS website, social media, or email (with consent)
- Expert feedback from the jury
- Certificate with placement
- One year free access to a basic TAGGRS subscription

#### 10.3.2 Placements from 4 to 10

Participants receive:

- TAGGRS goodie bag
- Handwritten card
- One year free access to a basic TAGGRS subscription
- Spotlight on TAGGRS channels
- Expert feedback from the jury
- Certificate with placement

#### 10.3.3 Top 3 Winners

Each winner receives:

- Premium TAGGRS goodie bag
- Handwritten card
- One year free access to a basic TAGGRS subscription
- Spotlight on TAGGRS channels
- Expert feedback from the jury
- Printed and framed certificate

#### 10.3.4 First place extra prize

- Ice skating suit signed by Olympic speed skater Marcel Bosker

### 10.4 Prize conditions

Any prize that includes **free access to a TAGGRS subscription** is subject to the following conditions:

- Free subscription prizes apply **only to newly created TAGGRS products** based on a **basic monthly plan**
- Participants must **activate a paid subscription first by adding a valid payment method**
- The free period is applied as a **discount within the TAGGRS system by our team**
- After the free period ends, the subscription **automatically continues as a paid subscription** at the standard rate
- Participants are responsible for cancelling the subscription if they do not wish to continue after the free period

All prizes must be claimed within two (2) months of the participant being notified by email. If a participant does not respond to prize-related communications within this one-month period, the prize will be forfeited.

TAGGRS is not obligated to resend notifications or extend the claim period.

Any taxes, duties, or reporting obligations related to prizes are the sole responsibility of the participant.

## 11. Marketing and communication consent

By accepting these Rules, participants agree to:

- Be contacted regarding the TAGGRS Games
- Receive marketing communications consistent with TAGGRS general terms

Privacy policy: <https://taggrs.io/legal/privacy>

## 12. Liability

TAGGRS is not liable for indirect damages, loss of data, or missed opportunities resulting from participation.

## 13. Changes

TAGGRS reserves the right to modify these Rules at any time.

## 14. Acceptance

Participation in the TAGGRS Games implies full acceptance of these Rules.

## 15. Governing law

These Rules are governed by Dutch law.