



Policy	Document Owner	Approved by Date	Review date	Effective date	Version	Language	Page
	Frédéric Antoine Serval	Orlando Machado 10/31/2021	10/31/2021	11/1/2021	1.0	English	1
Title	Data Ethics Principles at the LEGO Group						
Location	Covers all legal entities						

## Data Ethics

Positive and responsible use of data

## Purpose

Here at the LEGO Group, we recognise the opportunities data gives us to continually learn, innovate and create. And we understand it is our responsibility to use data with care and as a force for good.

As the world becomes increasingly data driven, it is essential that we work with data ethically and have a clear point of view on why we collect it, store it and how we use it. We have created this set of data ethics principles to make sure we use data responsibly to support our mission 'to inspire and develop the builders of tomorrow'.

## Scope

This policy applies to LEGO A/S and its subsidiaries.

## Requirements

The data ethics principles and framework aim to help solve ethical dilemmas.

The framework is meant to be used as a guidance for employees at the LEGO Group to leverage in their decision-making process whenever they face an ethical question or challenge.

## Roles and responsibilities

- The overall responsibility for the Data Ethics Principles in this policy rests with the Chief Data Officer (CDO).
- People leaders and employees – responsible for upholding LEGO values, principles and policies in own organisation and daily work.

## The LEGO Group Data Ethics Principles

Our Data Ethics principles outline our belief that the use of data must be positive, fair, clear and responsible.

These principles show we care deeply about meeting legal data requirements and reflect our commitment to the ethical use of data for positive impact on society.

### POSITIVE:

We believe that using data in an ethical, transparent, and conscientious way can be a positive force for our consumers and our company. Through the responsible use of data, we can create greater opportunities to learn and innovate to inspire and develop the builders of tomorrow.

- we use data to be a force for good and to help us meet our Play, People, Partner and Planet promises.
- data fuels innovation to develop learning-through-play experiences that support the development of 21st century skills.
- we use data responsibly to develop insights that help people make better decisions and to deliver improved and valuable experiences.



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### **FAIR:**

Data is more than just facts and figures. Data creates insight and ideas that have an impact on people and society. For that reason, we take a human centric approach to the use of data, and we are committed to the protection of every individual through the fair use of data.

- we believe data should be used to create a valuable impact on the world that we live in and to create better opportunities for everyone.
- we continually strive to minimise bias in data and to increase diversity and non-discrimination through the use of data.
- we only collect data that's intended for a specific purpose, and we aim to minimise the processing of personal data.

### **CLEAR:**

Data can be complex, but the way we talk about it is not. It should be easy to understand, clear and explainable. Because if we all talk about data in a way that everyone can understand, including children, then people are empowered to make better choices and better decisions.

- We aim to make it simple to understand how data is used and the value it will deliver.
- We give people choice and control over how their data is used with clear consent processes that are flexible and optional.
- We are committed to clearly documenting our process for data collection and application and will make sure our use of Artificial Intelligence is easy to explain.

### **RESPONSIBLE:**

At the LEGO Group trust is of the greatest importance. This includes trust in the use of data and so we take the safety of data very seriously. This applies to all data that we use and especially for personal data. Our colleagues are responsible data citizens with guidelines in place to control the way data is collected, stored, processed and applied.

- we stay up to date with global data legislation standards and invest in technology to protect all data.
- security and privacy focused design processes are integral to our development of solutions that use and manage data to ensure we provide safe digital products.
- we work with our partners to understand and guide how they manage and use data responsibly.



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## Where to find more information / whom to contact

In the LEGO Group we believe that data ethics matters, and that is a mindset for all of us to apply in daily jobs. Therefore, the next steps are to make the high-level principles operational and applicable to the organisation. A dedicated team will collaborate with relevant stakeholders in the organisation to develop a simple and useful framework which can be applied across projects. This work will start in Q1 2022.

## Revision History

Version	Modifications	Modified by
1.0	First publication	Ellis Didriksen