



**Name of provider:** LEGO System A/S

**Name of application:** LEGO® Ideas & LEGO Ambassadors Network

**Reporting period:** 18/02/2024 - 17/02/2025

**Date of submission:** 11<sup>th</sup> April 2025

### **Safeguarding the LEGO Group's Adult communities online**

For over 90 years, the LEGO Group has been dedicated to fostering a positive impact within our fan communities. Our core brand values—caring and quality—guide our efforts to create meaningful and memorable experiences for our adult community, regardless of the platform through which they engage with the LEGO® brand, whether online or at our physical touchpoints.

In alignment with the European Commission's commitment to addressing harmful and illegal content online, all content associated with our adult experiences is required to comply with the LEGO Group's Code of Conduct, community guidelines, and relevant policies. This requirement extends to all users, LEGO account holders, and any individuals who contribute to our platforms or websites. It is important to note that violations of the Code of Conduct on one platform, website, or application may lead to repercussions across other platforms, sites, or applications. The Code of Conduct is a dynamic document, subject to ongoing review to ensure it effectively addresses emerging issues and situations.

In our commitment to maintaining vibrant and healthy communities, the LEGO Group has established a systematic approach for responding to user reports from our community members. We actively encourage our users to report any content that they believe violates our Code of Conduct or community guidelines. Each report is meticulously reviewed by our dedicated moderation team, who assess the situation in accordance with established policies and protocols. This process not only ensures that appropriate actions are taken when necessary but also fosters a sense of trust and safety within our community.



We prioritize community engagement as a vital component of our strategy to cultivate thriving online communities. Through regular engagement and community outreach, we seek to understand the needs and concerns of our users, allowing us to adapt and enhance our guidelines and practices accordingly. Our proactive measures include continuous monitoring of the platforms to identify and address any content that may not align with our standards. By combining responsive actions with proactive engagement and community involvement, we strive to create a positive and inclusive atmosphere where all fans can share their passion for LEGO products.

Both the The LEGO Ideas report and the LEGO Ambassadors Network report cover a period from February 18,2024 through 17, February 2025.