



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

**Name of application:** LEGO® Play & LEGO Life

**Reporting period:** 18/02/2024 - 15/08/2024 (LEGO Life)

01/08/2024 - 17/02/2025 (LEGO Play)

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

### **Safeguarding the LEGO Group's Kids Communities online**

At the LEGO Group, our mission centers around children, and we are wholeheartedly committed to creating digital experiences that empower them to play and express their creativity in the digital realm. We firmly believe that play is fundamental to children's learning and development. Our ambition is to reach as many children as possible with LEGO® play opportunities while taking active responsibility to ensure that our products are designed with children's rights and safety as our foremost priorities.

Throughout our history, we have earned the trust of parents and children by providing safe, high-quality products that not only meet but exceed the most rigorous international toy safety regulations and standards. This enduring commitment to safety and well-being extends seamlessly into our digital products, ensuring that children can engage with our offerings in a secure digital environment. We recognize that safety is not a static goal but an ongoing commitment that requires continuous improvement and adaptability to emerging challenges.

The LEGO Group aligns with the European Commission's commitment to addressing harmful and illegal content online. As a company that reaches millions of children through both physical and digital play, we recognize our responsibility to safeguard and empower children in our online environments. To achieve this, we actively encourage feedback from our community, allowing us to adapt our practices and guidelines based on the needs and concerns of users. This



collaborative approach fosters a positive online community where children can interact safely and respectfully.

The LEGO Play report covers a seven-month data period from August 1, 2024, through February 17, 2025. This shortened assessment period reflects the launch of LEGO Play app on August 1.

The LEGO Life report covers the period from February 18, 2024, until August 15, 2024, when the application was shut down.

### **The LEGO Group's Content Moderation Approach**

All content on LEGO Play and LEGO Life apps is required to adhere to our Code of Conduct and Terms of Service. This Code of Conduct applies to all visitors of any LEGO Group platforms, websites, or apps, including users, LEGO account holders, and any individuals who post on these platforms. Violations of the Code of Conduct on one platform may result in consequences across other platforms, reflecting our unified commitment to safety and respect. Our Code of Conduct is a living document, subject to ongoing review to ensure it effectively addresses emerging issues and situations.

We develop our children's experiences with intentionality, prioritizing their safety and protection while engaging with the LEGO Play community. A key safeguard in our children's community is the implementation of pre-moderation, which ensures that all content submitted to our platforms is reviewed and approved by moderators before publication. We enforce these policies through a combination of primarily human review and technology-enabled moderation, ensuring that only appropriate and compliant content is shared, thereby upholding our community standards and safety.

In our commitment to maintaining vibrant and healthy online communities, the LEGO Group has established a systematic approach to responding to user reports. We actively encourage users to report any content that they believe violates our community guidelines or is suspected of being in breach of the laws of any European member states. Each report is carefully reviewed by our dedicated moderation team, who assess the situation in accordance with established pre-moderation protocols. This systematic approach to safety not only ensures that



appropriate actions are taken when necessary but also fosters a sense of trust and safety within our community that aligns with our values as the LEGO Group.

We empower users to report violations, including suspected illegal content and activities, through our app or website. By providing clear reporting mechanisms, we ensure that users feel confident in participating in the safety of our online environment. When potential issues arise, whether through pre-moderation or community reports, we conduct thorough reviews to ensure appropriate actions are taken in accordance with our policies.

Following a notice of content moderation, impacted users and reporters have the right to appeal enforcement decisions. Appeals allow users affected by content moderation actions to communicate if they believe an enforcement decision was made in error. Appeals must be submitted within the app, and decisions are overseen by qualified staff rather than being determined by automated processes. This commitment to transparency and accountability ensures that our community feels heard and respected.

We also prioritize community engagement as a vital component of our strategy to secure thriving online communities for children. Through regular engagement and community management, 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 the responsive actions of our pre-moderation capabilities with proactive measures like community management, the LEGO Group demonstrates its unwavering commitment to creating a safe and engaging digital environment for children.