



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

**Name of application:** LEGO Play

**Reporting period:** 17/02/2025 - 31/12/2025

**Date of submission:** February 2026

### **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 app transparency report covers a seven-month data period from February 17<sup>th</sup> through December 31st, 2025.

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

All user-generated content (UGC) published within LEGO Play 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 before publication. We enforce these policies through a combination of human review and technology-enabled moderation, ensuring that only content that meets our safety standards is shared. This enforces the LEGO Group's ambition to maintain healthy and positive experiences for all within the platform.

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 of the countries in which we operate. Each report is reviewed by our 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 fairness, consistency and transparency for our communities.

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 that they believe an enforcement decision was made in error. Appeals must be submitted within the app, and decisions are taken



by qualified staff exclusively. Automated decision making is not utilized as part of this process. 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.