



Name of provider: LEGO System A/S

Name of application: BrickLink

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

Date of submission: 11th April 2025

Safeguarding the BrickLink online community

On June 19, 2000, BrickLink was born. What started as an idea and a "maybe" became one of the most successful platforms for buying and selling LEGO bricks and sets. BrickLink quickly grew to be THE place for all LEGO fans to find sold-out sets, rare minifigures, or retired parts, as well as connect with others through a shared passion.

In 2018, BrickLink identified an opportunity to collaborate with the LEGO Group on the AFOL Designer Program (ADP). The program encouraged fans to design LEGO models with some becoming actual sets for sale. We learned from ADP that there was much more we could do to empower and support LEGO creativity. By late 2019, we officially became a part of the LEGO Group. The BrickLink team remains dedicated to continuing the journey of being a preferred and valuable platform for all our members, be they a seller, buyer, builder, or exploring visitor! This LEGO BrickLink report covers 12 months of data from February 18, 2024, through February 17, 2025. BrickLink is an adult platform (18+) that leverages community action to report user-generated content that violates our Terms of Service or is potentially harmful to the public.

Issues reported by our community or identified by our moderators are reviewed to ensure appropriate actions are taken in accordance with our policies. Submitted reports are reviewed by internal BrickLink team members and LEGO Group personnel, as appropriate, to determine if reported content needs to be moderated and what other outcome may be necessary, including proper escalation to law enforcement or other authorities.



Impacted posters and reporters can appeal a decision following a notice of content moderation. Users affected by content moderation actions can appeal and tell us if they believe an erroneous enforcement decision has been made. The appeal must be sent via email to the [BrickLink customer service team](#) with "Appeal a decision" in the subject line of the email or via the link in the notification email. Appeal decisions are made by appropriately qualified staff and not by automated means.

Like the LEGO Group, BrickLink is also committed to delivering digital experiences that allow our members to express their creativity by providing tools for creative self-expression, selling or buying and making connections. All content shared in our experiences must adhere to the [BrickLink Terms of Service](#), the [LEGO BrickLink Rules of Conduct](#), and all other guidelines and rules. These policies apply to BrickLink users, account holders, and anyone who posts on our platforms or sites. Violations on one platform, website, or app may result in consequences on other platforms, sites, or apps. We review our rules and guidelines often to ensure emerging issues and situations are addressed. We want all LEGO fans who engage in our digital experiences to feel comfortable sharing, discussing, posting, and connecting