

LEGO® Kids.LEGO.com 'Build a Berry' Competition
(the "Competition")

OFFICIAL RULES AND DATA PRIVACY NOTICE

1. **Overview:** Eligible children aged 5 to 12 years who are LEGO® Insiders Club members may submit an entry via LEGO.com/build-a-berry to be selected to win a prize bundle containing two LEGO® sets: SMART Play™: Training House with Pikachu (72164) (RRP \$129.99) and SMART Play™: Charizard vs. Jolteon Ultimate Battle (72167) (RRP \$199.99). There are ten (10) prize bundles offered as prizes in this Competition.

This Competition is organised by LEGO System A/S, Aastvej 1, 7190 Billund, Denmark, and sponsored by LEGO Australia Pty Ltd, Level 3, 5 Blue Street, North Sydney, NSW 2060 Australia (collectively, the "LEGO Group")

By participating in this Competition, Entrants agree to be bound by these Official Rules.

2. **Important Data Privacy Notice:**

LEGO System A/S is global data controller for the LEGO Group. Any questions or requests regarding the personal data being processed as part of this Competition should be directed to LEGO System A/S by contacting our Customer Service at www.LEGO.com/service. Any complaints about the processing of your personal information as part of this Competition should be sent to our Customer Service Department or our Data Protection Officer at:

LEGO System A/S
Aastvej 1,
7190 Billund,
Denmark
Att: Data Protection Officer

Or by email: privacy.officer@LEGO.com

LEGO System A/S will process the information we collect from you (and share it with trusted third-party service providers) as follows:

What you do	What we may collect	Why we collect it	Legal basis
Enter a contest or Competition or receive communication from us about competitions or Competitions	• LEGO® Insiders Club Avatar name of the Child Entrant • Age of the Child Entrant • Country of residence • Parent's email address • For Prize Winners: Name, physical mailing address and telephone number of Parent	• To administer contests and Competitions • To generate statistics and insights based on Aggregated Data for us to establish the health of our business and of our campaigns and promotions. • To contact you if you win a prize. • To announce the winners on LEGO.com/en-au • To fulfil regulatory requirements	• Performance of a contract, art. 6(1)(b), GDPR, which is our agreement with you about the terms of the Competition. • Legitimate interest, art. 6(1)(f), GDPR in connection with generating statistics and insights based on Aggregated Data and in connection with contacting you if you win a prize. • Legal obligation, art. 6(1)(c), GDPR, in

			connection to our compliance with legislation concerning execution of Competitions or competitions
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LEGO System A/S will retain your data according to the following schedule:

- Until we have satisfied our legal obligations relating to this Competition, or as long as may be required by applicable law, but in any event not longer than two years from the close of the Competition Entry Period, as defined below.

Please note that personal information processed as part of your LEGO® Insiders Club registration will follow the terms and conditions you have accepted when enrolling in the LEGO® Insiders Club Program.

Please note that we will share the personal information processes as part of the Competition with the following categories of third parties:

- The cloud services provider that supports our online platforms and provides storage
- Companies that process Competition winner information for tax and other compliance purposes
- Third parties requesting winner information (if required by applicable law)
- Governmental authorities (if required by applicable law)

For further information about how we process your personal information, who we share it with, how you can correct it and how you can ask us to stop using it, please read our [Privacy Policy](#).

- 3. Eligibility:** To enter this Competition you must be a resident of Australia, between 5-12 years of age and be a LEGO® Insiders Club member, which requires a valid LEGO® Insiders Club account. If you do not have a LEGO® Insiders Club account, you may sign up for one at <https://kids.lego.com/>. Terms and conditions apply.

You are not eligible to enter if you are an employee, partner, or immediate family member of an employee of the LEGO Group, or any third-party company or agency directly connected with the creation or administration of this Competition.

- 4. Entry Period:** You must submit your entry within the Entry Period which begins at 1 am AEST on the 1st of July, 2026 and ends at 11:59 pm AEST on the 15th September, 2026 (the “**Entry Period**”). Any entries received after the end of the Entry Period shall not be valid. All entries are final.

- 5. How to enter:**
During the Entry Period, kids should 1) build a berry using the kids.LEGO.com digital building tool, and 2) Send their creation to their parent using the integrated mailing tool on kids.LEGO.com for approval and to finalize the submission process. The creation must be submitted by 15th of September, 2026.

Limitation on entry: One entry per child during the Entry Period.

Proof of sending will not be deemed to be proof of receipt. In the event of a dispute over the identity of a potential winner, the winning entry will be declared to be made by the authorised account holder of the email address used to register the LEGO Insiders account, and any potential winner may be required to provide sufficient evidence to show that he/she is the authorised account holder of that email address.

The Submission cannot have been previously published or submitted in any Competition of any kind.

Content Restrictions:

- The Submission must not contain material that violates or infringes another's rights, including without limitation, privacy, publicity or intellectual property rights infringement.
- The Submission must not disparage the LEGO Group or any other person or party affiliated with the Competition.
- The Submission must have been created by using the digital building tool available on kids.lego.com.
- The Submission must not contain material that is inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous.
- The Submission must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
- The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any state or province where Submission is created.

6. Selection of Potential Winners and odds of winning:

Selection of Potential Winners:

- A panel of three (3) employees from the LEGO Group will serve as the Judges.
- Judges will review all submissions and evaluate them based on predefined criteria.

Judging Criteria:

- **Creativity (50%)**
 - Judges will assess the originality and imaginative aspects of each submission.
 - Submissions should demonstrate unique approaches or innovative ideas.
- **Fit with the Challenge Theme (30%)**
 - Judges will evaluate how well the submission aligns with the specified theme.
 - Entries should clearly reflect the theme in their design and concept.
- **Use of Colours of the Bricks (20%)**
 - Judges will examine the effective use of brick colours in the submission.
 - Entries should creatively incorporate colours to enhance the overall design.
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Scoring Process:

- Each criterion will be scored separately by each judge.
- Scores will be weighted according to the percentages assigned to each criterion.
- The total score for each submission will be calculated by combining the weighted scores.
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Winner Selection:

- The submission with the highest total score will be declared the winner.
- In case of a tie, the Judges will discuss and make a final decision based on overall impact.

The winning entry will be determined by the Judges at their sole discretion, whose decision is final and no appeals will be allowed.

7. Certification of Potential Winners:

The Potential Winner will be notified by e-mail from LEGO.kids.competitions@LEGO.com to the Parent's email address used for submission of the Entry. The parent of the Potential Winner will be

required to complete and **return an Acceptance Form by email within five (5) calendar days from the date of notification** along with the details needed for shipping the prize (parent's name, delivery address and telephone number). Upon receipt of the fully completed Acceptance Form, and following confirmation by the Judges, the Potential Winner will be certified as a Winner.

If a Potential Winner cannot be contacted, has not claimed their Prize within five (5) days from notification, or fails to properly return the required Acceptance Form, a new Potential Winner will be selected from all remaining valid Entries received before the end of the Entry Period, in accordance with the same selection procedure at paragraph 6 above. The new Potential Winner will be the next best entry as determined by the Judges. For each prize bundle, there will be two rounds of reselection in the event that Potential Winners cannot be contacted, following which the prize bundle(s) will be forfeited.

- 8. Prizes:** Ten (10) winners will each receive one (1) prize bundle consisting of two LEGO® sets: SMART Play™: Training House with Pikachu (72164) (RRP \$129.99) and SMART Play™: Charizard vs. Jolteon Ultimate Battle (72167) (RRP \$199.99). Therefore, there will be ten (10) prize bundles offered as prizes in this Competition.

The Prize is non-transferable, and no cash alternative is available. The Prize is subject to availability and will be given on an "as-is" basis. The Organiser shall not be responsible for any damages to the prize which may occur during or after delivery to the winner. Should the prize described above be unavailable due to circumstances beyond the Organizers' control, the Organizer reserves the right to substitute the Prize for an alternative Prize of approximately equal or greater value.

9. Intellectual Property:

By uploading your Submission you are granting the LEGO Group a royalty-free, irrevocable, perpetual (or for the entire term of duration of intellectual property rights), non-exclusive, sub-licensable license to use, reproduce, modify, publish, and display such Submission in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed for Competition or marketing purposes of the LEGO Group's products. If requested, Entrant agrees to sign any documentation that may be required for the LEGO Group or its designees to fully exploit the above-referenced license grant to the Submission. In granting the LEGO Group such license, entrant will represent and warrant that the Submission remains unpublished and does not in any way infringe upon any third party's intellectual property rights.

10. Additional rules:

- These Official Rules shall be governed and construed in accordance with the laws of New South Wales, Australia. Any dispute arising out of or in connection with these Official Rules shall be subject to the exclusive jurisdiction of the court of the State of New South Wales.
- If you are one of the Winners, you agree that the LEGO Group may use your first name and state of residence to announce the Winners of this Competition.
- The LEGO Group is not responsible for lost, misdirected, mutilated, incomplete or illegible entry materials, or for entries not received prior to the entry deadline.
- Except for any liability that cannot be excluded by law, including the statutory consumer guarantees as contained in the Australian Consumer Law and associated state and territory laws, the Organiser (including their respective officers, employees and agents) are not responsible for all liability, for any personal injury, or any loss, damage or disappointment (including loss of opportunity), whether direct, indirect, special or consequential, arising in any way out of: (a) any technical difficulties or equipment malfunction (whether or not under the Organiser's control); (b) any theft, unauthorised access or third party interference; (c) any entry that is late, lost, altered, damaged or misdirected due to any reason beyond the

reasonable control of the Organiser; and (d) any variation in prize value to that stated in these Official Rules.

- Any Entry made or attempted in a manner which in the LEGO Group's reasonable opinion is contrary to the spirit of these Official Rules, or by its nature is unfair to other entrants, will be invalid and may result in disqualification from the Competition.
- Reporting prize winnings and paying any applicable taxes, governmental fees and other expenses resulting from winning a prize are the sole responsibility of the Winner(s) unless otherwise stated; Winners are encouraged to check local tax implications.
- The LEGO Group reserves the right to cancel, suspend or amend this Competition at any time without prior notice, where circumstances arise which are outside the LEGO Group's control and render the LEGO Group unable to administer the Competition as planned.

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Acceptance Form

We require you to complete and submit this Acceptance Form to us via return email within five (5) calendar days, to allow us to arrange for delivery of the prize.

On behalf of my child, I accept the prize awarded by LEGO Australia Pty Ltd in accordance with the [Official Rules](#) and confirm that:

- a. I am the parent / guardian of the child who entered the 'Build a Berry', and am at least 18 years of age; and
- b. I am not an employee, partner, or immediately family member of an employee of any of the LEGO Group entities.

Please deliver the prize to me at:

Name: _____

Delivery address in Australia: _____

Contact number: _____

Signature:

Date: