

LEGO® Kids.LEGO.com 'Build a Berry' Competition

OFFICIAL RULES AND DATA PRIVACY NOTICE

- **NO PURCHASE NECESSARY TO ENTER AND WIN A PRIZE.**
- **A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.**
- **THERE WILL BE 20 PRIZE WINNERS.**

1. **Overview:** Eligible children aged 5 to 12 years who are LEGO® Insiders Club members and residents of the United Kingdom may enter for a chance to win one of 20 LEGO® **SMART Play™: Training House with Pikachu** and LEGO® **SMART Play™: Charizard vs. Jolteon Ultimate Battle** prize bundles together with a LEGO® SMART Play™ Tag Special Edition. Each prize consists of two LEGO® sets 72164 – LEGO SMART Play™: Training House with Pikachu (£59.99) and 72167 - LEGO® SMART Play™: Charizard vs. Jolteon Ultimate Battle (£109.99) and one LEGO® SMART Play™ Tag Special Edition, which together form one prize package (the "Competition"). This Competition is sponsored by LEGO System A/S, Aastvej 1, 7190 Billund, Denmark ("Sponsor").

This Competition is promoted by LEGO Company Limited, Capital Point, 33 Bath Road, Slough, United Kingdom ("Promoter").

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

The Sponsor 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 contests 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.	• Performance of a contract, art. 6(1)(b), UK GDPR, which is our agreement with you about the terms of the Competition. • Legitimate interest, art. 6(1)(f), UK GDPR in connection with generating statistics and insights based on Aggregated Data and

		To fulfil regulatory requirements	- in connection with contacting you if you win a prize. - Legal obligation, art. 6(1)(c), UK GDPR, in connection to our compliance with legislation concerning execution of competitions or contests
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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 the United Kingdom, 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. The Sponsor reserves the right at any point to verify the eligibility of entrants and/or provisional winners through multiple means by requesting such information and/or documents it considers reasonably necessary for this purpose. Entry or a Prize may be withheld until verification is completed and satisfactory information/ documents are provided by you. Your entry must comply with the guidelines and content restrictions set out in these Rules to be eligible for entry.

You are not eligible to enter if you are an employee, partner, or immediate family member of an employee of the Sponsor, a company in the LEGO Group of companies, 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 01/07/2026 at 00:01 BST and ends 15/09/2026 at 23:59 BST (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 15/09/2026 at 23:59 BST.

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 Sponsor 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:

The Potential Winner(s) will be selected by the members of the LEGO Digital Consumer Engagement Marketing Team (the "Judges"). Your Entry will be evaluated according to the following criteria 50% creativity, 30% fit with the challenge theme, and 20% use of colours. The winning entry will be determined by the Judges at their sole discretion, whose decision is final and no appeals will be allowed. The Judges will assess each entry on its own merits, having regard to the age of the participating child within the eligible age range of 5 to 12 years. The Judges acknowledge that children develop creative and building skills at different rates, and entries will be evaluated in a manner that is age-appropriate, so that the creativity and effort of younger participants are fairly recognised alongside those of older participants. The selection process will take place at LEGO System A/S's office in Denmark within 10 business days after the end of the Competition.

7. Certification of Potential Winners:

The Potential Winner will be contacted by e-mail from LEGO.kids.competitions@LEGO.com to the Parent's email address used for submission of the Entry. Each Potential Winner (together with their parent) will be required to complete and **return a Winner's Certification Statement by email within five (5) days from the date of notification** along with detail needed for shipping the prize (Parents name, address and telephone number). The Winner's Certification Statement will consist of (i) a statement of eligibility and prize acceptance; (ii) a release of liability (except where prohibited by law); and (iii) a publicity release (except where prohibited by law). Upon receipt of the fully executed Winner's Certification Statement, 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 Winner's Certification Statement, a new Potential Winner will be selected based on the next best creation from all remaining valid Entries received before the end of the Entry Period, in accordance with the selection procedure above.

8. **Prizes:** 20 winners will each receive one (1) LEGO® prize bundle consisting of two (2) LEGO® sets (**SMART Play™: Training House with Pikachu #72164** and **SMART Play™: Charizard vs. Jolteon Ultimate Battle #72167**), and one LEGO® SMART Play™ Tag Special Edition, which together form one (1) prize.

ACCEPTANCE OR USE OF THE PRIZE.

Total value: The approximate retail value of each prize is [£169.98]. A total of 20 prizes are available. If any Potential Winner cannot comply with these Official Rules, the Prize will be forfeited in its entirety and an alternative winner will be chosen. Any Prize that remains unclaimed after two attempts to certify an alternate Winner will be forfeited and will remain the property of the Sponsor.

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 Promoter or Sponsor 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 Promoter or Sponsor's control, the Promoter and 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 Sponsor 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 Sponsor's products. If requested, Entrant agrees to sign any documentation that may be required for Sponsor or its designees to fully exploit the above-referenced license grant to the Submission. In granting Sponsor 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:**

- If you are one of the Winners, you agree that the Sponsor may use your first name and town or country of residence to announce the Winners of this Competition.
- The Sponsor is not responsible for lost, misdirected, mutilated, incomplete or illegible entry materials, or for entries not received prior to the entry deadline.
- The Sponsor shall not have any liability and does not accept any damage, loss, injury, or disappointment suffered by Entrants of this Competition to the extent permitted by law. Nothing shall exclude the Sponsor's liability for death and personal injury as a result of the Sponsor's negligence.
- Any Entry made or attempted in a manner which in the Sponsor'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 Sponsor reserves the right to cancel, suspend or amend this Competition at any time without prior notice, where circumstances arise which are outside the Sponsor's control and render the Sponsor unable to administer the Competition as planned.
- These Official Rules shall be governed and construed in accordance with the laws of the United Kingdom. As a consumer, you will benefit from any mandatory provisions of the law of the

country in which you are resident. Nothing in these Official Rules, including reference to the choice of law, affects your rights as a consumer to rely on such mandatory provisions of local law.

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