APPENDIX: IMPORTANT ADDITIONAL INFORMATION FOR KOREAN RESIDENTS

This Appendix should be read in conjunction with the Privacy Policy. Korean privacy laws require that we provide Korean residents with information about how we use their personal information, and this Appendix is intended to satisfy that requirement.

In this Appendix, the "Company" refers to:

- LEGO System A/S, as described in the Privacy Policy;
- LEGO Korea Co., Ltd, in relation to contracts directly with LEGO Korea Co., Ltd. (e.g. if you make a purchase on lego.com/ko-kr); and
- LEGO BrickLink, Inc., a company based in the United States of America, in relation to contracts directly with LEGO BrickLink, Inc. as the operator of the BrickLink marketplace (e.g. if you make a purchase, or participate as a seller, on the BrickLink marketplace).

Article 1: Period of Processing and Retention of Personal Information

① The Company shall process and retain personal information within the period of retention and use of personal information under relevant laws and regulations, or the period of retention and use of personal information for which consent was obtained from data subjects at the time the personal information was collected (5 years from the time of membership withdrawal).

② However, the processing and retention of personal information is retained and used until the end of the relevant period for the following instances.

1. Records of transactions such as indications, advertisements, contract details and performance in accordance with the 「Act on Consumer Protection in Electronic Commerce, Etc.」

    - Records on display and advertisement: 6 months
    - Record of contract or subscription withdrawal, payment, supply of goods, etc.: 5 years
    - Records on consumer complaints or dispute resolution: 3 years

2. Storage of communication confirmation data pursuant to Article 41 of the 「Enforcement Decree of Communication Secret Protection Act」

    - Computer communication, internet log record data, access point tracking data: 3 months

3. Commercial books (accounting books, balance sheets, etc.) and important business related documents in accordance with the 「Commercial Act」

    - Commercial books (accounting books, balance sheets, etc.), important documents related to business: 10 years

4. Documents related to accounting books and transactions, tax invoices, and receipts in accordance with the 「Framework Act on National Taxes」, 「Corporate Tax Act」, and 「Value Added Tax Act」

    - Proof documents related to accounting books and transactions, tax invoices and receipts: 5 years

Article 2: Delegation of the Processing of Personal Information

① In order to facilitate processing personal information, the Company delegates the processing of personal information as follows:

Name of Delegates	Delegated Scope
HANJIN Logistics Corporation	Product delivery
Inicis Co., Ltd.	Payment processing and settlement
Avarto Direct Services, Gütersloh GmbH	Postal mailings, including promotional mail
Oracle Responsys	Sending transaction details via email, and promotional information on new products and events
Bazaarvoice	Product reviews and ratings
Medallia Inc	Hosting of post-purchase survey data and results
DHL Supply Chain Korea Ltd.	Logistics and product delivery for customers of the official LEGO online store (shop.LEGO.com/KR)
DDB	LEGO Education digital marketing agency (Facebook content creation, channel monitoring, digital campaign planning and execution)
CrowdTwist	LEGO Insiders Loyalty Scheme Platform
Vibes	Digital Wallet for LEGO Insiders Platform
Facebook	Social Media Paid Media Platform
Accertify	Fraud Prevention Platform
LEGO Singapore Pte Ltd	Consumer Services Engagement
Merlin Entertainments and partners operating LEGO® Certified Stores	Operation of promotions, sweepstakes, contests and campaigns including the LEGO Insiders loyalty program or LEGO® Family Club

Sprinklr Inc.	Aggregation and analysis of user feedback on social media platforms for consumer services
Ideabase Inc.	Community management and moderation services

② Upon entering into the relevant delegation agreement, the Company not only specifies the matters regarding the prohibition of processing personal information beyond the purpose of delegated services, technical and managerial protection measures, limitation on secondary delegation, control and supervision on the delegatee and liabilities such as compensation for damages pursuant to the Personal Information Protection Act on the relevant documents such as the agreements, but also monitors whether the delegatee processes personal information in a safe manner.

③ If there is any change in details and service provider of the delegated services, the Company will announce the pertinent changes through notices or this Privacy Policy without delay.

Article 3: Provision of Personal Information to Third Parties

The Company provides personal information to third parties as follows.

What you do	Name of Recipient	Purpose for Which Recipient Uses Personal Information	Items of Personal Information Provided
If you choose to link your LEGO account with your Epic Games account.	Epic Games, Inc.	Linking your LEGO accounts with the gaming platform account	Unique account identifier (i.e. User ID), User display name (i.e. Nickname)
If you make a purchase on bricklink.com from a BrickLink marketplace seller.	The BrickLink marketplace seller whom you choose to purchase from.	In relation to your transaction with the BrickLink marketplace seller, to fulfil your order and ship you the products you purchased.	Email, name, address, contact information, order information, Dispute Data (as described in the Privacy Policy)

Article 4: Overseas Transfer of Personal Information

In order to facilitate the processing of personal information, the Company transfers personal information overseas as follows. The users may refuse such transfers by contacting privacy.officer@LEGO.com, but in this case, the users may not be able to use the Company's services.

Legal Basis	Name of Recipient (Contact info.)	Country Where Recipient is Located	Items of Personal Information Provided	Timing and Method of transfer	Purpose for Which Recipient Uses Personal Information	Period of Retention and Use of Personal Information by the Recipient
Consent of a data subject, art. 28-8(1)1, PIPA	Oracle Responsys (+1 650 745 1700)	United States of America	Email, name, address, contact information	Frequently, Electronic means	Delivery of advertising information including on new products and events	When the purpose of the personal information is fulfilled
Conclusion and performance of a contract, art. 28-8(1)3, PIPA	Oracle Responsys (+1 650 745 1700)	United States of America	Email, name, address, contact information	Frequently, Electronic means	Delivery of emails on transaction information	When the purpose of the personal information is fulfilled
Conclusion and performance of a contract, art. 28-8(1)3, PIPA	Bazaarvoice (+1 512 551 6000)	United States of America	User ID	When uploading product reviews Electronic means	Product review and evaluation	When the purpose of the personal information is fulfilled
Conclusion and performance of a contract, art. 28-8(1)3, PIPA	Medallia Inc.(+1 650 321 3000)	United States of America	Consumer Survey Related Information	At the time of the survey Electronic means	Hosting of survey data and results following purchase	When the purpose of the personal information is fulfilled
Consent	DDB	United	Email,	When	LEGO Education	When the

of a data subject, art. 28-8(1)1, PIPA	(https://www.ddb.com/privacy/)	States of America	Name, Contact information	necessary Electronic means	digital marketing agency (Facebook contents production, channel monitoring, planning and implementation of digital campaigns)	purpose of the personal information is fulfilled
Conclusion and performance of a contract, art. 28-8(1)3, PIPA	CrowdTwist	United States of America, 독일 Germany	Name, email, date of birth, loyalty histories, LEGO Insiders account number	Immediately upon providing personal information API	Insiders Loyalty Scheme Platform	As long as individual is a member of the program
Conclusion and performance of a contract, art. 28-8(1)3, PIPA	Vibes (Luz Reboletti // Associate Director, Customer Strategy Mobile 773.969.0310)	United States of America	Name, email, date of birth, loyalty histories, LEGO Insiders account number	1.Integration between Responsys and Vibes to create new records 2. API calls from SFMC to update records API calls	Digital Wallet for LEGO Insiders Platform	3 years from the time of collection
Consent of a data subject, art. 28-8(1)1, PIPA	Facebook	United States of America	User ID, user agent string, user IP ("Advanc	Immediately upon providing personal	Social Media Paid Media Platform	90 days

			ed Matching" City, State, Zip Code if present)	information Electronic means		
Conclusion and performance of a contract, art. 28-8(1)3, PIPA	Accertify	United States of America	IP address and device “fingerprint”	On entry to the checkout step on LEGO.com Via an in-browser tracking script on LEGO.com	Fraud Prevention Platform	2 years from the time of collection
Conclusion and performance of a contract, art. 28-8(1)3, PIPA	LEGO Singapore Pte Ltd (privacy.officer@lego.com)	Singapore	Email, name, address, contact information, purchase history, (in case you have registered on LEGO.com) ID	Immediately upon providing personal information Electronic means	Consumer Services Engagement, including complaints handling	When the purpose of the personal information is fulfilled
Conclusion and performance of a contract, art. 28-8(1)3, PIPA	The BrickLink marketplace seller whom you choose to purchase from.	Depends on where the BrickLink marketplace seller you choose to	Email, name, address, contact information, order informat	Immediately when order is placed. Electronic	In relation to your transaction with the BrickLink marketplace seller, to fulfil your order and ship you the	The BrickLink marketplace seller is the controller of the personal

		purchase from is located.	ion, Dispute Data (as described in the Privacy Policy)	means.	products you purchased.	information transferred in connection with your transaction. Please contact the BrickLink marketplace seller for more details.

Article 5: Destruction of Personal Information

① If personal information is no longer necessary as a result of the Company's achievement of the purpose of processing personal information, or elapse of processing and retention period, etc., such personal information shall be immediately destroyed within 5 days.

② If there is a need to continue to preserve personal information in accordance with other laws and regulations even though the retention period for which consent was received from data subjects has elapsed or the purpose of processing such personal information has been achieved, the relevant personal information shall be preserved after transferring to a separate database (DB) or other storage place.

③ The procedure and method of personal information are as below.

1. Destruction procedure

The Company shall select personal information subject to destruction and destroy such personal information after obtaining approval from the Company's Chief Privacy Officer ("CPO").

2. Destruction method

The Company shall destroy personal information recorded and stored in the form of an electronic file through methods such as low level format so that such information cannot be reproduced, and personal information recorded and stored in paper documents shall be destroyed by either shredding with shredder or incinerating.

Article 6: Children's Data

In Korea, Sections 4 and 5 of the Privacy Policy apply to children under the age of 14.

Article 7: Rights of Users/Legal Representatives and Method of Exercise Thereof

① At any time, Users can exercise the following rights related to personal information protection against the Company.

1. Right of access to personal information

2. Right of rectification of personal information

3. Right to deletion of personal information

4. Right to restriction of processing personal information

5. Right of withdrawal of consent to collection/use/provision of personal information

② Users may exercise the rights under Paragraph 1 by notifying the Company in writing, by phone, e-mail, fax, etc., and the Company will take immediate action.

③ If a User requests for correction or deletion of personal information errors, the Company will not use or provide the personal information until the correction or deletion is completed.

④ Users under the age of 14 may exercise the rights under Paragraph 1 through a legal representative or a person authorized to act on behalf of the user. In this case, the legal representative may exercise all the rights of the user.

⑤ Users shall not violate the applicable laws such as the Personal Information Protection Act and infringe upon the personal information and privacy of himself or herself or others processed by the Company.

Article 8: Judgment Criteria for Additional Use/Provision of Personal Information

Pursuant to the Personal Information Protection Act, the Company may use and provide personal information within the scope reasonably related to the purposes for which the personal information was initially collected, taking into consideration whether any disadvantages are caused to the data subject, whether necessary measures to secure safety, such as encryption, have been taken, etc. Specific considerations are as follows and the Company carefully determines whether or not to use or provide such information by taking various circumstances into consideration in a comprehensive manner, including the Personal Information Protection Act or other applicable laws, the purpose of such use and provision of information, the method thereof, the personal information items subject to such use or provision, and, if there are any matters that the data subject has consented to or any matters disclosed or notified to the data subject, the contents thereof, the impact upon the data subject due to such use or provision of information, and the measures taken to protect the data subject.

1. Whether the purpose of additional use and provision is related to the purposes for which the personal information was initially collected.

2. Whether the additional use and provision is foreseeable in light of the circumstances or

industry practice.

3. Whether the additional use and provision unfairly infringes upon the interests of the data subject or a third party.

4. Whether measures to secure safety, such as pseudonymization or encryption, have been taken.

Article 9: Measures to Secure the Security of Personal Information

In order to ensure the safety of personal information, the Company has taken the following measures:

1. Managerial measures: Establishment and implementation of internal management plan, periodic education for employees

2. Technical measures: Management of the rights to access the personal information processing system, installation of an access control system, retention and management of the access records, encryption of unique identification information, installation of security software.

3. Physical measures: Access control of computer room, data storage room, etc.

Article 10: Changes to Privacy Policy

The previous versions of this Privacy Policy are available at the links below:

- Applied on January 22, 2024 – August 7, 2025 (Click the link)
- Applied on December 1, 2023 – January 22, 2024 (Click the link)
- Applied on April 1, 2022 – December 1, 2023 (Click the link)
- Applied on August 27, 2018 – April 1, 2022 (Click the link)
- Applied on January 1, 2014 – August 26, 2018 (Click the link)