

Notice to Australian Residents:

In regard to how we process your information to be compliant with local legislation the following will apply in supplement to the Privacy Policy:

We generally collect personal information directly from you where this is reasonable and practical but may also acquire information from other trusted sources to update or supplement the personal information you provided or which we processed automatically.

- We may also use your personal information to tell you about the products and services of the LEGO Group or third parties. From time to time, we and our LEGO Group entities and business partners may contact you by mail, telephone, email or other electronic messaging services (such as text, voice, sound or image messages including using automated calling systems) with information about products and services (including discounts and special offers). If you no longer wish to receive marketing or promotional information from us and our LEGO Group entities or our partners, you can unsubscribe at any time. There are certain messages relating to the goods and services we provide to you that cannot be unsubscribed from.
- Should the LEGO Group experience a data breach and your information be involved, we will contact you if there is a risk of serious harm to you and if we are legally obliged to do so. In some instances, the LEGO Group will also be legally obliged to contact (data protection) authorities when a breach of privacy information occurs.
- We will take such steps that are reasonable in the circumstances (if any) to destroy or de-identify personal information when it is no longer required.