

Terms and Conditions for Come and Join The Long Quest For Wisdom Event

A. Event & Eligibility

1. The event is organised by LEGO Malaysia Sdn Bhd (“LEGO Malaysia”) and managed by Limelight Creative Sdn Bhd (“Limelight Creative”).
2. Families can look forward to fun-filled adventures as they experience the Come and Join The Long Quest For Wisdom Event at 1 Utama Shopping Centre from 17 January to 18 February 2024.
3. The Come and Join The Long Quest For Wisdom Event at 1 Utama Shopping Centre will be open to the public from 10.00am to 10.00pm. Last entry into the event will be at 9.30pm on all days. The event at 1 Utama Shopping Centre will be closed on 18 January from 10am to 12pm for private event.
4. The game stations (except bonus station) are at times restricted to participants aged 4 years old and above due to safety and experience requirements. A Parent/Guardian must, be present during the activity.
5. The participants can participate in the event at no cost. Only same day registrations will be valid and allowed entry to the event, pre-registration is mandatory at the registration counter for all participants for game stations except bonus station. Each participant is only allowed to participate in the event once.
6. Limelight Creative reserves the sole and absolute right to assess and determine the eligibility of each participant and may require such information and documents as it considers necessary for the purposes of verifying the eligibility of an entry.
7. Limelight Creative also reserves the right to disqualify any participant without assigning any reason whatsoever.
8. By participating in this event, the Parent/Guardian acknowledges that LEGO Malaysia may take photographs, quotation(s), sound recording(s) and/or movie clip(s) (Material) depicting the Parent/Guardian and/or Child/Ward during the event.
9. The Parent/Guardian grants LEGO Malaysia and other companies within the LEGO Group of Companies, the exclusive right to use Material, for any media, public relation or marketing use or derivative works, for the purpose of promoting such event(s) in connection with The LEGO Group.
10. The Parent/Guardian acknowledges that the depiction of him/her/the Child in the Material may be duplicated and distributed in all manner and media throughout the world in perpetuity.
11. LEGO Malaysia or other companies within the LEGO Group of Companies are not obligated to use Material.
12. The Material will always be used in accordance with LEGO values.
13. The parent/Guardian and the Child/Ward acknowledges that neither he/she or the Child/Ward will receive a remuneration for the Material or participation in the event.
14. LEGO Malaysia, Limelight Creative, LEGO Certified Store (Box of Bricks) are not responsible for any personal loss, injuries or damage caused or incurred during the activity.
15. By participating, Parent/guardian and the participants agree to indemnify LEGO Malaysia, Limelight Creative, LEGO Certified Store (Box of Bricks) and their agencies against claims arising from any personal loss, injury, or damage.
 - a. The Parent/Guardian hereby releases and discharges the companies specified under clause 10 and 11, its employees, agents, licensees, successors and assigns from any and all claims, demands or causes of actions that it may have or may from now on for libel, defamation, invasion of privacy or right of publicity, infringement of copyright or trademark, or violation of any other right arising out of or relating to any utilization of the rights granted under this form in connection with this event.

16. By participating in this event, you explicitly confirm that you consent to personal data collected in connection and during the event for the purposes, stated in the abovementioned clauses, to be held by LEGO System A/S, as the responsible data controller within the LEGO Group, in accordance with Danish Law.
17. LEGO Malaysia reserves the right to add or amend the terms and conditions without prior notice without having to disclose any reason therefore, and without any compensation whatsoever.
18. By participating, participants and their parents/guardians automatically agree to the Terms & Conditions stated.

B. Game Stations at Come and Join The Long Quest For Wisdom Event:

1. Registration is compulsory by scanning the QR code below. All required fields are to be filled up at 1 Utama Shopping Centre, GF Luxe (Parkson) from 17 January to 18 February.



2. One (1) LEGO Mission Card can be collected after the registration pop up message is shown to the event facilitator at Registration Counter at 1 Utama Shopping Centre, GF Luxe (Parkson) from 17 January to 18 February.
3. A LEGO Pineapple or LEGO RM10 Cash Voucher can be redeemed at Redemption Counter at 1 Utama Shopping Centre, GF Luxe (Parkson) from 17 January to 18 February.
4. Complete 3 stations to claim a LEGO® Pineapple for kids aged 4–12 or a LEGO RM10 Voucher for those aged 13 and above with voucher quantities limited, available only on weekend (Saturday & Sunday). LEGO RM10 Voucher must be redeemed by a parent or guardian for kids aged 13–18.
5. LEGO Pineapple or LEGO RM10 Voucher are limited to 1 redemption per person, given on a first-come, first-served basis and while stocks last.
6. LEGO Pineapple or LEGO RM10 Voucher are not refundable or exchangeable for cash.
 - Participants are entitled to RM10 off voucher upon completing all 3 missions at the event area.
 - Voucher redemption is applicable for adult and teenager (above 12 years old) and during weekend (Saturday & Sunday) only.
 - Vouchers are not refundable or exchangeable for cash.
 - Vouchers are only valid for same day redemption, single transaction only. Any unused balance will not be refunded.
 - Voucher is entitled to a RM10 off on any LEGO® playsets with no minimum spending required.
 - Vouchers cannot be combined or used in conjunction with discount promotion and voucher promotion.
 - Only the original voucher is accepted. Defective or lost vouchers will not be accepted or replaced.
 - Tampered vouchers will not be honoured and will be rejected. Decision on rejection of any tampered vouchers is final.
 - Promotion is only applicable at LEGO® "The Long Quest for Wisdom" Event in 1 Utama Shopping Centre.

- LEGO® Trading (Malaysia) Sdn Bhd and LEGO® Certified Store reserves the right to vary and amend any of the above terms and conditions without prior notice and without having to disclose any reason therefore and without any compensation whatsoever.
 - Terms and conditions apply.
7. Participant can participate the game stations at any order.
- i. **Auspicious Lucky Bubbles**
 - a. Use the LEGO Technic Claw to grab 8 lucky bubbles in 1 minute.
 - b. A stamp can be redeemed upon completion.
 - ii. **Drum Up the Dragon**
 - a. Follow the screen, beat the drums and collect 18 x Gold Pearls in 30 seconds according to the melody.
 - b. A stamp can be redeemed upon completion.
 - iii. **Bridges of Rushing Rapids**
 - a. Using the bricks provided, build a bridge that goes from one side of the river to another.
 - b. A stamp can be redeemed upon completion.
 - iv. **Memory Maker Photobooth**
 - a. Registration is NOT required at this station.
 - b. Take a photo with your creation and share in on your social media with the hashtag #LEGOLNY24MY
 - c. Print and collect your photo printout, then design it with the LEGO LNY sticker pack and take it home as a souvenir.
 - v. **Happy Lunar Wishes**
 - a. Registration is NOT required at this station.
 - b. Express your Lunar New Year well wishes for your family and friends on the wishing card.

C(i). Bonus Station: Find The LEGO Gold Coins

1. Registration is NOT required at this Bonus Station.
2. Count the number of LEGO Gold Coins in the display and scan the QR to submit your guess entry (via Google Form: docs.google.com/forms). Limited to 1 entry per customer.
3. Participant can also be encouraged to share their “Guess Entry” on social media and get their friends/families to participate too!
4. At the end of event, the event agency to draw 3 winners that guess correctly to win a LEGO set worth more than RM350.
5. Out of all eligible Participants whose submissions qualify, a total of 3x Participants with the nearest answer will be selected by LEGO Malaysia and Limelight Creative in its sole and absolute discretion (collectively the “Winners” and each a “Winner”).
6. All decisions made by LEGO Malaysia in relation to the selection of Winners shall be final, conclusive and binding on all Participants and non-negotiable.
7. The Winners will be contacted via direct message or direct call by Limelight Creative by no later than 14 working days after the end of the Contest Period 18 February 2024. A Winner may be required by Limelight Creative to verify his/her age and/or identity.
8. The award of a Prize is subject to acceptance by the Winner. If a Winner cannot be contacted or does not respond to Limelight Creative within 10 working days of Limelight

Creative's direct message or fails to provide the required verification(s), the Winner is deemed to have waived his/her right to the Prize. LEGO Malaysia has the right to select a supplementary Winner at its sole and absolute discretion. All decisions of LEGO Malaysia in this regard are final and binding on all Participants.

9. All Prizes will be sent via courier upon verification and provision of necessary information for delivery. Neither Limelight Creative nor LEGO Malaysia shall be liable for the non-receipt of the prizes.
10. All Prizes are not transferable and are not exchangeable for cash, credit, or other items in part or in full. Limelight Creative shall not be responsible for any Prize in any event of loss, theft, damage etc after it has been delivered to a Winner.
11. Each Winner is eligible to win only one (1) prize comprising of one (1) playset from the LEGO playset, to be determined by LEGO Malaysia at its sole and absolute discretion.

D. LEGO Mascot Appearance:

1. Catch the special appearance of the LEGO LNY Mascot at 1 Utama Shopping Centre.

Date	Appearance Time
Jan 2024 20, 21, 27, 28	2pm – 2:30pm: GF Luxe (Near Parkson) 3pm – 3:30pm: LF Floor Oval (Near Innisfree) 4pm – 4:30pm: GF Luxe (Near Parkson)
Feb 2024 3, 4, 10, 11, 17, 18	5pm – 5:30pm: LF Floor Oval (Near Innisfree) <i>30 minutes for each appearance, total 4 appearances per day.</i>

E. Retail Promo Mechanics:

1. Free gifts/ promotions are valid from 17 January to 18 February at 1 Utama Shopping Centre, GF Luxe (Parkson), limited to one (1) redemption per receipt. Free gifts/promotions are subject to availability of prevailing stocks and is on first-come-first-served basis.
 - a. **A minimum RM268 purchase** on any regular priced LEGO product(s) at LEGO Come and Join The Long Quest For Wisdom in a single receipt entitles to receive an event exclusive limited – edition LEGO 4-in-1 Opera Singer.
 - b. **A minimum RM188 purchase** on any regular priced LEGO product(s) at LEGO Come and Join The Long Quest For Wisdom in a single receipt entitles to receive an exclusive 30659 LEGO Friends Flower Garden.
 - c. **A minimum RM328 purchase** on any regular priced LEGO product(s) at LEGO Come and Join The Long Quest For Wisdom in a single receipt entitles to receive an exclusive limited-edition 40611 Year of the Dragon.
 - d. **FREE RM10** same day voucher (no min spend) with the purchase of any LEGO sets at the event's selling area.
2. Only original receipts are accepted for redemption. Receipts cannot be combined.
3. Redemption is not valid with any other promotions/discounts.
4. Credit/credit card slips are not valid - unless presented together with corresponding original receipts.
5. Free LEGO gift is not available for sale and cannot be exchanged or refunded.

SCHEDULE A

PRIVACY POLICY

This policy governs the collection, use and disclosure of personal data by Limelight Creative Sdn Bhd ("Limelight Creative") in connection with the "LEGO Come and Join The Long Quest For Wisdom Event" (the "Event & Contest"), and explains how we collect and handle personal data of individuals and comply with the requirements of the Personal Data Protection Act 2010 of Malaysia and its regulation(s) (the "PDPA"). In this policy, "personal data" shall have the meaning ascribed to it in the PDPA.

You agree and consent to us and our authorised service providers and third parties to collect, use and disclose and/or retain your personal data in the manner set forth in this policy. This policy forms a part of the terms and conditions governing your relationship with us.

We reserve the right to add to or amend this policy from time to time. The date of the last amendment will appear at the end of this policy.

1. Your Personal Data

1.1. Examples of personal data include but are not limited to:

- (a) your name, NRIC, passport or other identification number, telephone number(s), mailing address, email address and any other information relating to you which you have provided in any form to us;
- (b) your photos;
- (c) personal data of your family members, such as next of kin, spouses and children; and
- (d) information about your usage of and interaction with our website(s) and/or services including computer and connection information, device capability, bandwidth, statistics on page views and traffic to and from our website(s).

2. Collection of your Personal Data

2.1. For the Contest, we may collect your personal data through the following ways:

- (a) when you enter a submission for the Contest;
- (b) when you interact with any of our employees;
- (c) when you respond to our request for additional personal data; and
- (d) when you request that we contact you.

3. Purposes for the Collection, Use and Disclosure of Your Personal Data

3.1. For the Contest, our collection, use, disclosure and/or retention of your personal data will be limited to such purposes that are in connection with the Contest only.

4. Disclosure of your Personal Data

4.1. We may disclose your personal data to the following group of external organisations for purposes mentioned above, subjected to the requirements of applicable laws:

- (a) insurance companies in connection with claims;
- (b) agents, contractors, data intermediaries or third-party service providers who provide services, such as mailing, information technology, data processing, storage and archival to us;
- (c) our professional advisers such as our auditors;
- (d) relevant government regulators, statutory boards or authorities or law enforcement agencies to comply with any laws, rules, guidelines and regulations or schemes imposed by any government authority; and
- (e) any other person in connection with the purposes set forth above.

5. Protection of your Personal Data

5.1. We maintain appropriate security safeguards and practices to protect your personal data unauthorised access, collection, use, disclosure, copying, modification disposal or similar risks, in accordance with applicable laws including the PDPA.

6. Accuracy of your Personal Data

6.1. We take all reasonable measures to ensure that your personal data remains accurate, complete and up to date.

6.2. Please keep us informed when there are any updates to your personal data by contacting us directly.

7. Withdrawal of Consent

7.1. If you wish to withdraw your consent to any use or disclosure of your personal data as set out in this policy, please contact us directly.

7.2. Please note that if you withdraw your consent to any or all use or disclosure of your personal data, depending on the nature of your request, we may no longer be in a position to continue to provide services to you.

8. Access to and Correction of your Personal Data

8.1. You may request access to or make corrections to your personal data records by contacting us directly.