

LEGO® Formula 1® Post Event Survey Sweepstake

OFFICIAL RULES AND DATA PRIVACY NOTICE

Enter for a chance to win Full LEGO Formula 1 Speed Champions collection, consisting of 10 LEGO sets

NO PURCHASE NECESSARY TO ENTER FOR THE CHANCE TO WIN A PRIZE. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, PROVINCIAL, LOCAL, AND MUNICIPAL LAWS AND REGULATIONS APPLY. THERE WILL BE 1 PRIZE WINNER.

- 1. Overview:** Eligible survey participants who are LEGO® Insiders members may enter for a chance to win the Full LEGO Formula 1 Speed Champions collection, consisting of 10 LEGO sets (1 Prizes to be won) (“the Sweepstake”).

This Sweepstake is sponsored by LEGO System A/S, Aastvej 1, 7190 Billund, Denmark (“Sponsor”).

By participating in this Sweepstake, 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 Sweepstake 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 Sweepstake 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 collect	Why we collect it	Legal basis
<ul style="list-style-type: none">• Answer a survey on our LEGO Formula 1 Event to help us get better.• Enter a sweepstake.	<ul style="list-style-type: none">• LEGO® Insiders account Username• LEGO® Insiders account Number• Full name• Physical address• Phone number• Email address	<ul style="list-style-type: none">• To administer contests and sweepstakes• 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 fulfil regulatory requirements	<ul style="list-style-type: none">• Performance of a contract, art. 6(1)(b), GDPR, which is our agreement with you about the terms of the competition or sweepstake• 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 <ul style="list-style-type: none"> • Legal obligation, art. 6(1)(c), GDPR, in connection to our compliance with legislation concerning execution of sweepstakes or competitions
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LEGO System A/S will retain your data according to the following schedule:

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

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

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

- The cloud services provider that supports our online platforms and provides storage
- Companies that process Sweepstake 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 Sweepstake you must be 18 years of age or older, or the age of majority in the entrant’s state/province/country of residence, (whichever is greater), a resident of an eligible country, and a LEGO® Insiders member, which requires a valid LEGO Insiders account. If you do not have a LEGO® Insiders account, you may sign up for one at <https://www.lego.com/insiders>. Terms and conditions apply.

Eligible countries:
Sweden and Denmark

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 Sweepstake.

4. **Entry Period:** You must submit your entry within the Entry Period which begins 03/05/2025 00:00 (Central European Time (“CET”)) and ends 10/11/2025 23:59 CET (“Entry Period”). Any entries received after the end of the Entry Period shall not be valid. All entries are final, and no points will be refunded.
5. **How to enter:** To enter, complete the post-event survey consisting of three (3) questions found on LEGO.com (<https://shop-ff.lego.com/da-dk/categories/f1/events/survey> or <https://shop-ff.lego.com/sv-se/categories/f1/events/survey>). Eligible participants who complete and submit the survey during the Promotion Period will be automatically entered into the prize drawing.

Limitation on entry: Limit one (1) entry per person during the Promotion Period, regardless of method of entry. Duplicate or automated entries will be disqualified.

6. Selection of Potential Winners and odds of winning:

“Potential Winner(s)” is deemed to be an eligible participant to this Sweepstake who has been selected to potentially win a prize, however the final determination and confirmation of the prize is pending on a verification and eligibility check.

The Potential Winners will be selected by using a randomised algorithm. The selection process will take place at LEGO Systems A/S office in Denmark for operational purposes on behalf of the Sponsor at approximately 12:00 noon CET on 11/11/2025. The odds of winning will depend on the number of eligible Entries received.

7. Certification of Potential Winners:

The Potential Winner will be contacted by e-mail through insidersmail@LEGO.com to the Entrant’s email address of 11/11/2025 and be required to complete and return a Winner’s Certification message by email within ten (10) days from the date of notification. The Winner’s Certification message must be consisting of (i) a statement of eligibility and prize acceptance; (ii) a release of liability (except where prohibited by law); (iii) a publicity release (except where prohibited by law); and (iv) any additional information as required by local applicable law. Upon receipt of the fully executed Winner’s Certification message, and following confirmation by the Judges, the Potential Winner will be certified as the winner (“Winner”).

If the Potential Winner cannot be contacted, has not claimed their Prize within ten (10) days from notification, or fails to properly return the required Winner’s Certification message, a new Potential Winner will be selected at random from all remaining valid Entries received before the end of the Entry Period, in accordance with the selection procedure above.

The Winner will be announced on the survey website no later than ten (10) days from certification.

8. Prize: One (1) Winner will receive eleven (10) select LEGO Formula 1 Speed Champion sets (“Prize”).

ACCEPTANCE OR USE OF THE PRIZE.

The approximate retail value of the Prize is 2749.45 DKK (4069.99 SEK). The Prize is non-transferable, and no cash alternative is available. The Prize is subject to availability, and the Sponsor reserves the right to substitute the Prize for an alternative Prize of approximately equal or greater value.

If the Winner cannot comply with these Official Rules, the Prize will be forfeited in its entirety and an alternative winner will be chosen. Any unclaimed Prize will be forfeited and will remain the property of the Sponsor.

9. Additional rules

- If you are the Winner, you agree that the Sponsor may use your first name and town or country of residence to announce the Winner of this Sweepstake.
- 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 Sweepstake 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 Sweepstake.
- 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.
- These Official Rules shall be governed and construed in accordance with the laws of Denmark. 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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