

OFFICIAL RULES

Ultimate LEGO® World DK experience

NO PURCHASE NECESSARY TO ENTER AND WIN A PRIZE. MANY WILL ENTER; ONE (1) WILL WIN A PRIZE.

Important Data Privacy Notice:

LEGO System A/S, Aastvej 1, 7190 Billund will collect the following information regarding you:

- Name of all participants that will be a part of the competition, physical address of the winner, phone number of the winner, email address of the winner.
- *Aged 18 years or older at the time of entry can participate.*

LEGO System A/S, Aastvej 1, 7190 Billund will use the information we collect from you (and share it with selected third parties – Bella center, Bella Sky Hotel, trippus.dk) solely for the following purposes:

- To comply with relevant laws and regulations
- To provide Bella sky hotel with relevant information regarding overnight stay
- To provide Event IT our ticket partner relevant information regarding tickets.

LEGO System A/S, Aastvej 1, 7190 Billund will delete your data according to the below schedule:

- Once we have satisfied our legal obligations relating to this Contest, but in no event longer than until 31/12-2022

The categories of third parties who LEGO System A/S, Aastvej 1, 7190 Billund will share the data with are:

- KHOROS which supports our Facebook page will be used to announce the winner.
- Companies that process contest winner information for tax and other compliance purposes
- Third parties requesting winner information (as required by law)
- Governmental authorities (as required by law)

Please read further about how we collect your personal information, who we share it with, how you can correct it and how you can ask us to stop using it in our [Privacy policy](#).

1. Overview: Danish residents above 18 years old can enter for a chance to win one (1) prize which contains up to 5 tickets to LEGO World DK 2022 including one (1) night stay at Hotel Bella Sky Copenhagen and up to five (5) LEGO boxes.

The Competition is not endorsed, sponsored or administered by Facebook, nor is Facebook associated with the contest.

2. This Sweepstakes (the “Competition”) is sponsored by LEGO System A/S, Aastvej 1, 7190 Billund and AC Hotel Bella Sky Copenhagen, Center Boulevard 5, København, DK 2300 A/S

By participating in this Competition, Entrants agree to be bound by these Official Rules.

3. Eligibility: To enter this Competition you must be aged eighteen years old [18] or over, a resident of [Denmark] and submit a valid Entry to the Competition.
4. You are not eligible to enter if you are an employee, partner or immediate family member of an employee of the LEGO Group or any third-party company or agency directly connected with the creation or administration of this Promotion.
4. Entry Period: You must submit your Entry within the Entry Period which begins 11/04-2022 – 17.00 PM DK time zone and ends 13/04-2022 – 12.00 PM. Any Entries received after this time shall not be valid.
5. How to enter: During the Entry Period simply:
 - Comment on this Facebook post and tell us what you are looking most forward to experience on LEGO World.
<https://www.facebook.com/LEGODenmark/>
6. Limitation on entry: One Entry per person during the Entry Period. If more than one Entry per participant is received during the Entry Period, only the first Entry will be included, and later Entries will be disqualified.
7. Prize(s): Prize: The one winner will receive one prize which contains:
 - 5 x tickets to LEGO World DK 2022. The Winners can choose one (1) day of the event which is running from the 15th of Apr. to 18th of Feb. (value up to 875DKK).
 - 1 x one (1) night stay at Hotel Bella Sky Copenhagen for up to five (5) persons. The winner can choose one night during the event which is running from the 15th of Apr. to 18th of Apr. Check-in 3pm on arrival day and check-out 12pm on departure day, including breakfast (which takes place at the hotel Breakfast buffet); Hotel Value up to 1.085DKK; and
 - 5 x LEGO sets
The LEGO sets will be customized by LEGO System A/S to the guest based on age and gender. The LEGO sets will be sent to the winners address after the event. Estimated value: 500 DKK pr. Set.

Should the Winner not wish to redeem all five (5) tickets, the prize (including room specifications and LEGO sets) will be adjusted accordingly.

All other costs, including Travel expenses will not be covered. 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 equal or greater value.
8. Selection of Potential Winners and Odds of Winning: The one (1) Potential Winner will be selected by the members of the LEGO Nordic Marketing Team (the “Judges”) in one (1) random drawing from all eligible Entries, to take place at approximately 12:00 noon on the 13/04-2022. The odds of winning will depend on the number of eligible Entries received.
9. Claiming the Prize: The Potential Winner will be contacted via the Entrant’s Facebook account on the 13/04-2022. Potential Winners have three (3) days from the date of notification to complete and return the Winners’ Documents. If the Potential Winners cannot be contacted, has not claimed their prize within (3) of days of notification, or fails to complete the required Winners’ Documents correctly, a new Potential

Winner will be randomly selected from all remaining valid Entries received before the Closing Date, in accordance with the Selection procedure above.

LEGO World ID required for Entry. Get your free LEGO World ID here *(Will be sent by email to the winners)*. Upon the completion and return of the Winners' Documents, the potential winners must also provide Sponsor with the date they wish to redeem the prize.

9. Certification of Potential Winners: The Potential Winner will be required to complete and return a set of Winners' Documents consisting of (i) a statement of eligibility; and (ii) a release of liability; and (iii) a publicity release (except where prohibited by law); and (iv) a prize acceptance form. Upon receipt of the fully executed Winners' Documents, and confirmation by the Judges, the Potential Winner will be certified as the winner ("Winner").
10. Data Privacy: By entering the Promotion, you agree to your personal information being used for the purposes described in these Official Rules and in accordance with our Privacy Policy, which can be found at <http://aboutus.lego.com/enus/corporate/privacypolicy.aspx>

The company responsible for handling all privacy data is LEGO System A/S, Aastvej 1, 7190 Billund.

By entering the Competition, you acknowledge that you have read and understand the Privacy Policy and you agree to its terms.

11. Additional Rules

- If you are the Winner, you agree that the Sponsor may use your first name and town or county of residence to announce the Winner of this Promotion.
- Sponsor is not responsible for lost, misdirected, mutilated, incomplete, or illegible entry materials, or for Entries not received prior to the entry deadline.
- 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 your 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 Prize Winner unless otherwise stated; Winners are encouraged to check local tax implications.
- For a list of the Winners contact Consumer Services (<https://www.lego.com/da-dk/service>).
- These Official Rules shall be governed and construed in accordance with the laws of Denmark.

LEGO is a trademark of the LEGO Group. © 2022 The LEGO Group.