

**LEGO® Life**  
**LEGO® City Heroes Needed Prize Drawing**

**OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER AND WIN A PRIZE.  
MANY WILL ENTER; ONLY A FEW WILL WIN A PRIZE.**

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

- 1. Overview:** LEGO® Life members in Canada are invited to build a LEGO City team of heroes that will carry out a special mission to help the Artic, Ocean or Mountains, and upload it to the LEGO Life App for a chance to win one of five LEGO City prize packs, each valued at approximately \$375 CAD. Or, those who are not LEGO Life members may enter by email by following the instructions below.
- 2. Sponsor:** This Prize Drawing (the “Competition”) is sponsored by LEGO System A/S, Aastvej 1, 7190 Billund, Denmark (the “Sponsor”).
- 3. Data Privacy Notice:**
  - a. The Sponsor of this Competition, LEGO System A/S, and its affiliates (“the LEGO Group”) will be collecting the following personal information from each Entrant into this Competition:
    - Your LEGO ID (if entering via the LEGO Life App); or
    - Your name and email address (if entering via email).
  - b. We will use this information for the following purposes:
    - To indicate which LEGO Life member posted each Competition Entry (for LEGO Life entrants only).
  - c. If you are selected as a Potential Winner, we will use the following information to contact you:
    - Your LEGO ID (for LEGO Life App entrants) or your name (for email entrants); and
    - Your email address of record.
  - d. We may share your personal information with Cloud Storage Companies, solely for the purpose of enabling us to administer this Competition.
  - e. We will delete the information you submit in connection with this Competition within one year of the date it is collected, unless we are required by law to retain information about this Competition for a longer period.
  - f. Please read 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 (<https://www.lego.com/en-us/legal/legal-notice/privacy-policy-full>).
  - g. By submitting your Entry into this Competition, you are providing your consent to the LEGO Group’s collecting and using your personal data as described above.
- 4. Eligibility:**
  - a. To participate in this Competition you must be five years of age or older at the time of your entry, and a resident of Canada, except for the Province of Quebec. Residents of Quebec are not eligible for this Prize

Drawing. Entrants under 18 years of age who wish to enter by email (instead of through the LEGO Life App) must have their entry submitted on their behalf by a parent or legal guardian.

- b. 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.

**5. Entry Period:**

- a. You must submit your Entry within the Entry Period which begins at 12:01 am Canadian Eastern Time on 10<sup>th</sup> September, 2018 and ends at 11:59 pm Canadian Eastern Time on 28th October, 2018.
- b. Any Entries received before or after the Entry Period shall not be valid.

**6. How to enter (Two methods):**

- a. LEGO Life App Method: Create your best version of a LEGO City build, then, during the Entry Period, log in to your LEGO Life account and upload a photo of your LEGO City build to the LEGO City Heroes Needed Contest in the #Competitions Group. A LEGO ID is required for entry using this Method. Get your free LEGO ID on LEGO.com or by registering in the LEGO Life App, after accepting the Terms of Service.

OR

- b. Email Method: Send us an email with the subject line “LEGO City Heroes Needed Prize Drawing” to [CityCanada@LEGO.com](mailto:CityCanada@LEGO.com). If you are under 18 years of age, you must have your entry submitted on your behalf by a parent or legal guardian.

**7. Limitation on entry:**

- a. One Entry per person during the Entry Period. Entrants must choose either the LEGO Life App Method or the Email Method, but not both.
- b. 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.

**8. Prizes:**

- a. Five Winners will each receive a LEGO prize pack valued at \$374.94 CAD, consisting of the following six sets from the LEGO® City product line:

60192 - Arctic Ice Crawler	29.99
60204 - City Hospital	109.99
60179 - Ambulance Helicopter	24.99
60172 - Dirt Road Pursuit	49.99
60174 - Mountain Police Headquarters	109.99
60193 - Arctic Air Transport	49.99

374.94

- b. Three of the Prize Packages will be awarded to Entrants who entered using the LEGO Life App Method, and two of the Prize Packages will be awarded to Entrants who entered using the Email Method.
- c. The prizes are non-transferable and no cash alternative is available. The prizes are subject to availability and the Sponsor reserves the right to substitute an alternative prize of equal or greater value.

**9. Selection of Potential Winner and Odds of Winning:**

- a. The Potential Winners will be selected by the members of the LEGO Life Marketing Team (the “Judges”), by random drawings from all eligible Entries, to take place at LEGO System A/S headquarters in Billund, Denmark within a week of the close of Entry Period.
- b. The odds of winning will depend on the number of eligible Entries received.

**10. Claiming the Prize:**

- a. The Potential Winners will be contacted via email to the email address of record for each of the Potential Winner’s LEGO ID accounts, or to the email address from which an Email Method Entry was sent, within three days of the prize drawing.
- b. The Potential Winners will have ten (10) days from the date of notification to claim their prizes.
- c. If a Potential Winner cannot be contacted, has not claimed their prize within ten (10) of days of notification, or otherwise proves to be ineligible, 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.

**11. Certification of Potential Winners:**

- a. In accordance with Canadian law, each Potential Winner will need to correctly answer a skill testing question in order to be awarded a prize. The skill testing question will be a mathematical problem of a difficulty appropriate to the age of the Potential Winner.
- b. Once a Potential Winner has responded to the notification email and has established their identity and eligibility (including answering the skill testing question) to the satisfaction of the Judges, the Judges will certify the Potential Winner as the “Winner.”

**12. Data Privacy:**

- a. 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 <https://www.lego.com/en-us/legal/legal-notice/privacy-policy-full>.
- b. The company responsible for handling all privacy data is LEGO System A/S, Aastvej 1, 7190 Billund, Denmark.
- c. By entering the Competition, you acknowledge that you have read and understand the Privacy Policy and you agree to its terms.

**13. Additional Rules:**

- a. Entry materials will not be returned. All Entries, excluding the images submitted in connection with the Competition shall become the property of Sponsor and may be used for other marketing activities.
- b. 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.
- c. Sponsor is not responsible for lost, misdirected, mutilated, incomplete, or illegible entry materials, or for Entries not received prior to the entry deadline.

- d. 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.
- e. 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.
- f. These Official Rules shall be governed and construed in accordance with the laws of Denmark.

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