



LEGOLAND® and LEGO® Life Prize Drawing **OFFICIAL RULES AND DATA PRIVACY NOTICE**

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

Important Data Privacy Notice:

LEGO Systems, Inc. will collect the following personal information from each entrant:

- **Child's Name**
- **Parent or Guardian Name**
- **Mailing Address**
- **Postal Code and City**
- **Contact Phone Number**
- **Contact Email Address**

LEGO Systems, Inc. will collect the following information regarding your child:

- **Child's Name**
- **Postal Code and City**
- **Contact Phone Number**

LEGO Systems, Inc. will use the information we collect from you (and share it with selected third parties) solely for the following purposes:

- **To run the Prize Drawing on our website**
- **Solely as necessary to communicate with you on a continuous basis regarding the Prize Drawing**
- **To comply with relevant laws and regulations**

LEGO Systems, Inc. will delete your data according to the below schedule:

- **Once we have satisfied our legal obligations relating to this Prize Drawing, but in no event longer than two years after the end of this contest.**

The categories of third parties with whom LEGO Systems, Inc. will share the data with are:

- **Cloud services provider which supports our online platform**
- **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](#).



Contest Entry Form

Please provide the following information in order to enter the LEGOLAND® and LEGO® Life Contest:

Name of Entrant:

Age of Entrant:

Contact Email Address:

If the Entrant is under the age of 18, or is considered a minor by local law, please provide the following:

Name of Parent or Legal Guardian:

Parent or Legal Guardian's Contact Email Address:

Entrants under 18 or who are minors must provide parental consent below:

By adding my electronic signature below, I am indicating that 1) I am the parent or legal guardian of the Entrant named above, 2) I consent to my minor child participating in this Contest, and 3) I consent to the use of our personal information as disclosed above:

Printed name of parent or legal guardian:

I agree and consent to all the rules and policies of this contest, and intend my name as entered below to serve as my electronic signature.

Signature of parent or legal guardian:

Send your completed entry form to LEGO.life.competitions@LEGO.com

Official Rules:

1. Overview: LEGO Life Magazine subscribers can enter to win 1 of 3 LEGOLAND sets #40346.

2. This Prize Drawing is sponsored by LEGO Systems, Inc. of Enfield, Connecticut.

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

3. Eligibility: To enter this Prize Drawing you must be aged 5 or over, and a resident of the United States. Participants under the age of 18 will need to supply proof of consent from a parent or legal guardian.

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 Prize Drawing.

4. Entry Period: You must submit your Entry within the Entry Period which begins on March 15th 2021 12:01 am EST and ends on April 5th 2021 at 11:59 pm EST ("Entry Period"). Any Entries received after this time shall not be valid.

5. How to enter: During the Entry Period visit LEGO.com/Magazine and click on the banner to complete the entry form and enter the prize drawing.

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): Three Winners will each receive one LEGOLAND themed set #40346 (Approximate retail value: \$100 USD). 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 Potential Winner(s) will be selected by the members of the LEGO® Kids and Family Engagement Marketing Team (the "Judges") in a series of random drawings from all eligible Entries, to take place at LEGO Systems, Inc. headquarters in Enfield, CT at approximately 12:00 noon on April 12th 2021. 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 email address on April 12th 2021. Potential Winners have ten (10) days from the date of notification to complete and return the Winners' Statement, as described below. If the Potential Winner cannot be contacted, has not claimed their prize within (10) of days of notification, or fails to complete the required Winners' Statement 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.

9. Certification of Potential Winners: All Potential Winners will be required to complete and return a "Winner's Statement," 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 acknowledgement. If a Potential Winner is deemed a minor in his/her place of residence, a parent or legal guardian of the Potential Winner will also be required to sign the Winner's Statement. Upon receipt of the fully executed Winner's Statement, and confirmation by the Judges, the Potential Winner will be certified as the winner ("Winner").

10. Data Privacy: By entering the Prize Drawing, 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/notices-and-policies/privacy-policy>.

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

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

11. Additional Rules

- Entries will not be returned. All Entries shall become the property of Sponsor.
- 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 Prize Drawing.
- 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 Prize Drawing to the extent permitted by law. Nothing shall exclude the Sponsor's liability for death and personal injury as a result of its 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 your disqualification from the Prize Drawing.
- 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/en-us/service>).
- These Official Rules shall be governed and construed in accordance with the laws of Connecticut.

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Send your completed entry form to LEGO.life.competitions@LEGO.com