



PARENTAL CONSENT FORM
for The AWESOME Building Buddies Competition!

One form must be submitted on behalf of each child entrant or child Building Buddy. If the adult submitting this form is the parent or legal guardian of more than one child entrant or child Building Buddy, one form may be used. Each child may enter the competition once.

LEGO System A/S and its affiliates (“the LEGO Group”) ask for your consent to collect the following information of each child entrant and each child Building Buddy:

- Photo
- Name
- Age
- Address
- Email address

Additionally, the LEGO Group asks for your consent to collect the following information of each child Entrant’s and each child Building Buddy’s parent or legal guardian:

- Name
- Address
- Email address

The LEGO Group will use the information we collect from you (and share it with selected third parties) solely for the following purposes:

- Evaluate and select a potential winner of the AWESOME Building Buddies Competition

The categories of third parties who we will share the data with are:

- Warner Bros. employees who are involved with this Competition and with producing, directing and promoting THE LEGO® MOVIE 2™
- Cloud Storage Companies (used by the LEGO Group and by our partners)

We will delete your data five (5) years after the date it is collected. Please note that if you become a final winner of the Competition, any personal data used in the end credits of THE LEGO® MOVIE 2™ will be used in perpetuity (that’s a fancy way of saying forever!). Please read our Official Rules for this Competition for further information.

(Continued on next page)



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](#).

By signing this document and sending it to us, you consent to the LEGO Group's collecting and using the personal data of you and your children as described above. If you do nothing, then you are not providing your consent.

Date

Sign here to give consent

How to withdraw your consent:

You may withdraw your consent to our using your personal. If you do, please email your notice of withdrawal of consent to the following address:

_____.

Now that we have your consent, please provide us with the personal data of you and your child(ren) as requested below. Please complete your answers in CAPITAL LETTERS.

- Photo (child entrants and/or child Building Buddies only): *Please include your photo submission with this consent form*
- Name(s) of child entrant(s) and/or child Building Buddies: _____

- Age(s) of child entrant(s) or child Building Buddies: _____

- Your Address: _____
- Your Email address: _____
- [] Please check this box if you heard about this Competition at a LEGOLAND® Park or LEGOLAND® Discovery Center.



The AWESOME Building Buddies Competition!

OFFICIAL RULES AND DATA PRIVACY NOTICE

DATA PRIVACY NOTICE:

The Official Rules are below, but first we want to talk about your privacy!

Good quality play enriches a child's life and lays the foundation for later adult life. As technology continues to evolve, part of becoming an adult is learning how to be a smart, responsible digital citizen. Therefore, we want you to know what personal data of yours we collect, how we use your personal data, who we share it with, and how long we plan to keep it.

For purposes of running this Competition and selecting Potential Winners, here is the personal data we will collect from each child Entrant and each child Building Buddy:

- Photo
- Name
- Age
- Address
- Email address

Additionally, we will collect the following information of each child Entrant's and each child Building Buddy's parent or legal guardian:

- Name
- Address
- Email address

We will use the personal data listed above, and share it with selected third parties, only for the following purposes:

- Evaluate and select a Potential Winner of the AWESOME Building Buddies Competition
- Use the child Entrant's and Building Buddy's photo, first name, and country name in marketing activities to promote the Competition and the major motion picture entitled, "THE LEGO® MOVIE 2™" in all media

The types of third parties we will share your personal data with are:

- Warner Bros. employees who are involved with this Competition and with producing, directing and promoting THE LEGO® MOVIE 2™
- Cloud Storage Companies (used by the LEGO Group and by our partners)

We will delete your data no later than five (5) years after the date it is collected. Please note that if you become an Official Winner of the Competition, any personal data used in the end credits of THE LEGO® MOVIE 2™ will be used in perpetuity (that's a fancy way of saying forever!). Therefore, please read below for further details before you enter the competition.

At the LEGO Group, our motto is that "only the best is good enough." We realize that you might still have questions regarding how we use your personal information. To learn more 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, please go here: [LEGO Group Privacy Policy](#).

OFFICIAL RULES

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

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

1. **Overview:** Entrants can team up with a Building Buddy and build an awesome model that combines both of your favorite things for a chance to be featured in the end-credits of THE LEGO® MOVIE 2™. Entrants need to submit a photo of themselves with their model and winners will be selected by THE LEGO® MOVIE 2™ filmmakers.
2. **Sponsor:** This Competition is sponsored by LEGO System A/S, Aastvej 1, 7190 Billund, Denmark.
3. **Eligibility:** To enter this Competition you must be a resident of Argentina, Austria, Belgium, Bolivia, Canada, Chile, Colombia, Costa Rica, the Czech Republic, Denmark, Ecuador, Finland, France, Germany, Ireland, Italy, Mexico, the Netherlands, Norway, Panamá, Paraguay, Perú, Poland, Russia, Singapore, South Korea, Spain, Sweden, Switzerland, the United Kingdom, the USA, or Uruguay.

4. **Limitations on Entry:**

You are not eligible to enter if you or your Building Buddy is 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.

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 considered and later Entries will be disqualified.

4. **Entry period:** You must submit your Entry within the Entry Period, which begins at 00:01 (12:01 am) July 2, 2018 Central European Time and ends 23:59 (11:59 pm) July 31, 2018 Central European Time ("Entry Period"). Any Entries received before or after this time shall not be valid.
5. **How to enter:** During the Entry Period, complete the following steps:
 - a) Team up with your best Building Buddy - a friend, parent, brother or sister, cousin, neighbor, or any other person. The only qualification is that your Building Buddy agree to be bound by these Official Rules.
 - b) Using LEGO® bricks and other LEGO® building toy elements, build a creation that combines your two most favorite things in the whole world. These can be any two things, as long as they are your favorites. You and your Building Buddy may agree on the two things, or you may choose to build a LEGO® brick creation combining your favorite thing with your Building Buddy's favorite thing. What you choose is up to you and your Building Buddy, subject to certain restrictions as noted below.
 - c) Take a photo including you, your Building Buddy, and your creation.
 - d) Visit <https://www.lego.com/themes/the-lego-movie-2/competition>, open and print out the submission form and a copy of these Official Rules.
 - e) Complete and sign the submission form. Be sure to include a name or title for your creation. Note that if you or your Building Buddy are under the age of 18, each of you will also need to provide the signature of a parent or legal guardian, indicating their consent.



- f) Send the picture of submission form and your creation to the email address listed on <https://www.lego.com/themes/the-lego-movie-2/competition>
- g) Sponsor reserves the right to post all Submissions to a publicly-accessible online gallery within the LEGO.com internet domain. The posted content will consist of the Entry photograph, the first names and country of residence of the Entrant and the Entrant's Building Buddy, and the title of the submitted creation.

6. Guidelines & Content Restrictions:

Guidelines:

- The creation should be a combination of two of your favorite things, as decided by you and your Building Buddy.
- Photos should be shot horizontally, featuring the Entrant and the Building Buddy and their creation in the same image.
- All Entries must be photographed in natural daylight (no flash). If the photo gets too dark, it will be hard to see the detail in your creation.
- Please take your photo in front of a plain white or off-white background to keep the visual focus on the creators and creation.
- Photographs must be in color and in a digital format. No print or film Submissions will be accepted for entry into this Competition.
- Photos must be at least 3000 pixels X 2500 pixels in dimension. The photo image must be in .jpg, .tiff or .png format, with a maximum file size of 25 MB. Any photos shot on a smartphone (e.g., iPhone, Samsung Galaxy, Google Pixel, etc.) will accommodate this size. If emailing the photo from a smartphone, please make sure to select "Actual size" or "Original size" when prompted what size photo to attach.
- Only still photos should be submitted; no video.
- Do not wear clothing that contains any visible logos, copyrighted material or busy patterns which visibly distract from your LEGO creation. Solid colors or simple patterns are preferred.
- Both the Entrant and the Building Buddy must be visible in the photo. Both must be directly facing the camera, smiling with both eyes open.
- Try to avoid glare in your photos. If you wear glasses, a slight downward tilt of the head/glasses should help reduce the glare.
- The Submission cannot have been previously published or submitted in any competition of any kind.
- Your submitted photo must be accompanied by a signed consent form. The consent form must indicate the consent of a parent or legal guardian for anyone under the age of 18 appearing in the photo.

Content Restrictions:

- The Submission must not contain material that violates or infringes another's rights, including without limitation, privacy, publicity or intellectual property rights infringement;
- The Submission must not disparage Sponsor or any other person or party affiliated with the Competition;
- The Submission must show only the Entrant's creation, which must represent an object which is or could be built from LEGO® bricks and other LEGO® elements. Only genuine LEGO® bricks and other LEGO® building toy elements (including LEGO® DUPLO®, LEGO® Technic, and LEGO® MINDSTORMS® elements) may be used in Entrant's creation. Entries must not show any identifiable feature of any person other than the Entrant and the Entrant's Building Buddy, or any product, trademark, or copyrighted property of any other person or business entity.



- The Submission must not contain material that is inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous;
- The Submission must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
- The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any state or province where Submission is created.
- Minifigure figurine and other characters: If your Submission will include LEGO Minifigure figurine characters or other LEGO figurine characters, include only characters from the following categories:
 - The main characters from THE LEGO® MOVIE™: Emmett, Wyldstyle/Lucy, Vitruvius, Benny, Good Cop/Bad Cop, Metalbeard, Unikitty, or Lord Business, but NOT including LEGO Batman;
 - Characters from any LEGO City, LEGO NINJAGO, LEGO Friends, LEGO Creator, LEGO Classic, LEGO Nexo Knights, or LEGO Elves sets;
 - Figurines from the LEGO® Minifigures product line, EXCEPT for those based on licensed third-party properties, such as Disney, the Simpsons, or LEGO Batman;
 - LEGO® DUPLO® and LEGO® Juniors characters EXCEPT for any LEGO DUPLO characters based on any Disney, Marvel Super Heroes, DC Super Heroes, Jurassic World or any other third-party characters; and
 - Any characters or figurines associated with the LEGO® Boost product line.

Submissions featuring LEGO Minifigure figurines or other LEGO figurines based on any licensed third-party properties, such as Disney, Star Wars, Marvel Super Heroes, DC Super Heroes, Jurassic World, the Simpsons, or Minecraft will be rejected.

- IMPORTANT NOTE ON LEGO® DUPLO® CREATIONS: Submissions created with LEGO DUPLO are acceptable but must consist of only LEGO DUPLO elements. Submissions made up of LEGO® DUPLO® elements combined with standard-size LEGO® elements will be rejected.

7. **Intellectual Property:** By uploading your Submission you are granting to the Sponsor a royalty-free, irrevocable, perpetual (or for the entire term of duration of intellectual property rights), non-exclusive, sub-licensable license to use, reproduce, modify, publish, and display such Submission in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed for Competition or marketing purposes of Sponsor's products. If requested, Entrant agrees to sign any documentation that may be required for Sponsor or its designees to fully exploit the above-referenced license grant to the Submission. In granting Sponsor such license, Entrant will represent and warrant that the Submission remains unpublished and does not in any way infringe upon any third party's intellectual property rights.

By uploading your Submission, you are granting your permission for your Submission to be posted to an online gallery within the LEGO.com internet domain, as more fully discussed above.

8. **Prize(s):** The Winner or Winners will have their submitted photograph displayed during the end title sequence of THE LEGO® MOVIE 2™. The prize is non-transferable and no cash alternative is available. The prize has no cash value.



The number of prizes to be awarded will be determined by THE LEGO® MOVIE 2™ filmmakers, based on their judgement, and subject to technical limitations. There will be at least one Winner and possibly as many as 50 Winners.

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.

9. **Selection of Potential Winners and Odds of Winning:** The Potential Winner(s) will be selected by members of THE LEGO® MOVIE 2™'s directorial and production team (the "Judges") beginning on **August 3rd, 2018**. The Judges will have broad discretion in the selection of Potential Winners, but will be looking for Submissions that are fun, creative, original, and in keeping with the overall spirit of the LEGO brand and THE LEGO® MOVIE™ films. The odds of winning will depend on the skill and talent of the Entrants, as assessed by the Judges in their sole discretion, and on the number of eligible entries received. Decisions of the Judges and the Sponsor are final.
10. **Claiming the Prize:** The Potential Winner will be contacted via the Entrant's email address on **August 6th, 2018**. Potential Winners have ten (10) days from the date of notification to complete and return the Winners' Documents. If the Potential Winner cannot be contacted, has not claimed their prize within ten (10) of days of notification, fails to complete the required Winners' Documents correctly, a new Potential Winner may be selected from all remaining eligible entries received before the Closing Date, in accordance with the Selection procedure above.
11. **Certification of Potential Winners:** All Potential Winners 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. 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 Winners' Documents. Potential Winners will also be required to provide the signature of the Potential Winner's Building Buddy (and the Building Buddy's parent or legal guardian, if applicable) on the Winners' Documents. Upon receipt of the fully executed Winners' Documents, and confirmation by the Sponsor and Judges, the Potential Winner will be certified as the winner ("Winner").
12. **Data Privacy:** By entering the Competition, 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>. The company responsible for handling all privacy data is LEGO System A/S, Aastvej 1, 7190 Billund, Denmark.
By entering this Competition, you are granting your permission for the LEGO Group to share your Submission with Warner Bros. to facilitate judging of the Submissions for this Competition.
By entering the Competition, you acknowledge that you have read and understand the Privacy Policy and you agree to its terms.
13. **Additional Rules**
 - Entries 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.
 - 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.
 - The Sponsor and Warner Bros. shall not have any liability and do not accept any damage, loss, injury or disappointment suffered by Entrants of this Competition to the extent permitted by law. Nothing



shall exclude the Sponsor's or Warner Bros' 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 Competition.
- Reporting prize winnings and paying any applicable taxes, governmental fees, and other expenses resulting from winning a prize are solely the responsibilities 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://wwwsecure.us.lego.com/en-us/service>).
- These Official Rules shall be governed and construed in accordance with the laws of Denmark.

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