

LEGO® VIDIYO KIDS CREATIVE STUDIO TALENT SEARCH

OFFICIAL RULES and DATA PRIVACY NOTICE

Important LEGO GROUP Data Privacy Notice:

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

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 a potential winner, here is the personal data we will receive from each selected child entrant and their parent and/or legal guardian, via our Competition website partner, UntitledbyInt.com:

- Names of the child and parent/guardian
- Age of child (when relevant to the Competition)
- Mailing address
- Email address or phone number of the parent/guardian

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

- To publicly announce the winners of the prize drawing
- To demonstrate compliance with applicable laws and regulations covering prize competitions

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

- Third-Party website host participating in the execution of this Competition, i.e., TLNT Holdings S.A. (dba "Untitled")
- Regulatory authorities or auditors assessing our compliance with laws and regulations
- Cloud Storage Companies used by the LEGO Group

We will delete your data when it is no longer needed, but in any case no later than two years after the close of the Competition's entry period.

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 see the LEGO Group Privacy policy at:

<https://www.lego.com/en-us/legal/notices-and-policies/privacy-policy>.

Official Rules:

NO PURCHASE NECESSARY TO ENTER AND WIN A PRIZE. MANY WILL ENTER; ONLY ONE WILL WIN THE KID CREATIVE DIRECTOR PRIZE.

The following Official Rules apply to this LEGO® VIDIYO™ KID CREATIVE STUDIO TALENT SEARCH Competition. The Competition utilizes the third-party website UntitledbyInt.com, which has its own Terms and Conditions

<https://untitledbytlnt.com/terms-and-conditions>). Entrants must comply with both sets of rules. In the event of conflict or inconsistency among the governing documents, these Official Rules shall prevail.

1. **Overview:** Submit a video, a photo, or other material demonstrating your or your child's creativity for a chance to be named the Kid Creative Director of the LEGO Kids Creative Studio. The prize includes up to \$10,000 in value to put toward future creative and educational endeavors, plus the opportunity to participate in the creative development of a LEGO® advertisement. The winner will be invited and expected to participate in an agreed-upon number of promotional activities. Select semi-finalists will receive products and/or merchandise at the discretion of the company.
2. This Competition is sponsored by LEGO Systems, Inc., 100 Print Shop Road, Enfield, CT 06082.

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

3. **Eligibility:** To enter this Competition you must be aged 7 years or over, and a resident of the 50 United States, the District of Columbia or U.S. territories (including American Samoa, Guam, Northern Mariana Islands, Puerto Rico and the U.S. Virgin Islands).
4. You are not eligible to enter if you are an employee, partner or immediate family member of an employee of the LEGO Group, TLNT Holdings S.A., or any third party company or agency directly connected with the creation or administration of this Competition.
5. **Entry period:** You must submit your Entry within the Entry Period, which begins at 8:00 am US Eastern Time on March 12, 2021 and ends at 11:59 pm US Eastern Time on April 18, 2021. Any Entries received outside of this period shall not be valid.
6. **How to enter:**

NOTE: Submissions must be the original work of the Entrant, but Entrants may--and are encouraged to--consult a parent or legal guardian if any aspect of the Competition Rules or entry instructions is unclear.

During the Entry Period, the Creative Brief [submission form] will be housed on a third-party platform through Untitled. Please go to www.kidscreativestudio.untitledbytlnt.com and follow the instructions. To submit your work, adhere to the following:

- Create or Log in to your 'Young Creator' account
 - Carefully read [the Creative Brief](#) and curate your submission
 - When you're ready, click 'Submit' above to upload your submission and your signed Permission Agreement and your completed Prompt Worksheet:
 - Videos: Upload your submission as an .mp4 or .mov video file
 - Pictures: Upload your main image (.jpeg, .png) to the main uploader, include additional picture(s) in the provided PowerPoint/keynote template found in the materials folder and export as a PDF for submission in the appropriate field
 - When the brief closes, the LEGO Group judging committee will review all complete submissions and choose the Kid Creative Director
7. **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.

8. **Entry Guidelines and Content Restrictions:**

Guidelines:

- All aspects of the Submission must be in English;
- Video submissions must be in .mp4 or .mov format and may not exceed 1-2 minutes in length; this time limit will be strictly administered;
- Still digital image submissions must be in .jpeg or .png format and must not exceed 10 MB in size, and;
- The Submission cannot have been previously published or submitted in any competition of any kind.

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, TLNT Holdings S.A., or any other person or party affiliated with the Competition
- The Submission must show the Entrant's creativity (skill or otherwise) in action, whether being explained or demonstrated
- Entries must not show any identifiable feature of any person other than the Entrant, 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 jurisdiction where Submission is created.

9. **Intellectual Property:** By uploading your Submission you are providing your consent to grant 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 promotional 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.

10. **Prize(s):** The Winner will receive the following:

- a. Designation as the Kid Creative Director of the LEGO® Kids' Creative Studio.
- b. Up to \$10,000 in value to put toward creative and educational endeavors (details to be agreed upon among the Winner, the Winner's parent or legal guardian, and Sponsor, with the Prize components to be purchased or otherwise supplied by Sponsor). By way of example and for illustrative purposes only, Prize components may consist of such things as supplies and equipment for the Winner's creative endeavors, financial assistance with educational programs or opportunities, or contributions to a scholarship or other educational fund.
- c. Opportunities to participate in the creative development of a LEGO® video advertisement.

- d. The Winner will also be invited to, and will be expected to participate in, a number of promotional activities to be agreed upon by Sponsor, the Winner, and the Winner's parent or legal guardian.
- e. Sponsor may, in its sole discretion, select one or more finalists or semi-finalists to receive potential prizes of LEGO® products or other merchandise.

Selecting a Winner to be the Kid Creative Director does not constitute an offer of employment; no compensation other than the Prize listed above will be provided to the Winner.

The prize is non-transferable, and no 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.

- 11. Selection of Potential Winner and Odds of Winning:** A Potential Winner will be selected by a judging panel consisting of Kids Creative Studio team members, the LEGO Group marketing team and/or creative agency, and select external partners with expertise in creative marketing initiatives, based on the Entry Guidelines and Content Restrictions above. Judging deliberations will be conducted between April 19 and 23, 2021, and the Potential Winner will be notified thereafter. The Winner will be announced on May 12, 2021, or as soon thereafter as a Potential Winner is certified as the Winner.

The odds of winning will depend on the skill and talent of the entrant, as assessed by the Judges, and on the number of eligible entries received.

- 12. Claiming the Prize:** The Potential Winner will be contacted via the Entrant's email address on approximately April 23, 2021. The Potential Winner will have five (5) days from the date of notification to complete and return the Winners' Documents, as explained below. If the Potential Winner cannot be contacted, has not claimed their prize within five (5) days of notification, or fails to complete the required Winners' Documents correctly, a new Potential Winner will be selected from all remaining eligible entries received before the Closing Date, in accordance with the Selection procedure above.

- 13. 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; (ii) a release of liability; (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. Upon receipt of the fully executed Winners' Documents, and confirmation by the Judges, the Potential Winner will be certified as the winner ("Winner").

- 14. Data Privacy:** By entering this Competition, you will be submitting private personal information to the Competition website at [Untitledbytnt.com](https://untitledbytnt.com) ("Untitled"). Untitled will share this information with the LEGO Group in accordance with Untitled's Privacy Policy (<https://untitledbytnt.com/privacy-policy>). Further, by entering the Competition, you agree to your personal information being used for the purposes described in these Official Rules and in accordance with the LEGO Group's 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 on behalf of the LEGO Group is LEGO System A/S, Aastvej 1, 7190 Billund, Denmark.

By entering the Competition, you acknowledge that you have read and understand the applicable Privacy Policies and you agree to their terms.

15. 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 Competition.
- 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 Competition 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 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 (or the Parent or Legal Guardian of the Winner, if a minor) unless otherwise stated; Winners are encouraged to check local tax implications.
- For the name of the Winner, Consumer Services (<https://wwwsecure.us.lego.com/en-us/service>).
- These Official Rules shall be governed and construed in accordance with the laws of the State of Connecticut.

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