

## **Terms and Conditions for LEGO® Star Wars™ Pop-up Event**

### **A. Event & Eligibility**

1. The event is organised by LEGO Singapore Pte Ltd (“LEGO Singapore”) and managed by Momenntum Private Limited (“Momenntum”).
2. Families can look forward to fun-filled adventures as they experience the 25<sup>th</sup> Anniversary of LEGO Star Wars Pop-up Event at Wisma Atria.
3. The event will be open to the public from 1-19 May 2024, 11am to 9pm. Last entry into the event will be at 8.45pm on all days. The event at Wisma Atria will be closed on 2<sup>nd</sup> May; from 10am to 12pm for private event.
4. The game stations (except diorama station) are at times restricted to participants aged 4 years old and above due to safety and experience requirements. A Parent/Guardian must, at all times, be present during the activity.
5. The participants can participate in the event at no cost. No registration is required for entry to the event.
6. Momenntum reserves the sole and absolute right to assess and determine the eligibility of each participant, and may require such information and documents as it considers necessary for the purposes of verifying the eligibility of an entry.
7. Momenntum also reserves the right to disqualify any participant without assigning any reason whatsoever.
8. By participating in this event, the Parent/Guardian acknowledges that LEGO Singapore may take photographs, quotation(s), sound recording(s) and/or movie clip(s) (Material) depicting the Parent/Guardian and/or Child/Ward during the event.
9. The Parent/Guardian grants LEGO Singapore and other companies within the LEGO Group of Companies, the exclusive right to use Material, for any media, public relation or marketing use or derivative works, for the purpose of promoting such event(s) in connection with The LEGO Group.
10. The Parent/Guardian acknowledges that the depiction of him/her/the Child in the Material may be duplicated and distributed in any and all manner and media throughout the world in perpetuity.
11. LEGO Singapore or other companies within the LEGO Group of Companies are not obligated to use Material.
12. The Material will always be used in accordance with LEGO values.
13. The parent/Guardian and the Child/Ward acknowledges that neither he/she or the Child/Ward will receive a remuneration for the Material or participation in the event.
14. LEGO Singapore, Momenntum, Brix Star Pte Ltd (Brix Star) are not responsible for any personal loss, injuries or damage caused or incurred during the activity.
15. By participating, Parent/guardian and the participants agree to indemnify LEGO Singapore, Momenntum, Brix Star and their agencies against claims arising from any personal loss, injury, or damage.
  - a. The Parent/Guardian hereby releases and discharges the companies specified under clause 10 and 11, its employees, agents, licensees, successors and assigns from any and all claims, demands or causes of actions that it may have or may from now on for libel, defamation, invasion of privacy or right of publicity, infringement of copyright or trademark, or violation of any other right arising out of or relating to any utilization of the rights granted under this form in connection with this event.
16. By participating in this event, you explicitly confirm that you consent to personal data collected in connection and during the event for the purposes, stated in the abovementioned clauses, to be held by LEGO System A/S, as the responsible data controller within the LEGO Group, in accordance with Danish Law.

17. LEGO Singapore reserves the right to add or amend the terms and conditions without prior notice without having to disclose any reason therefore, and without any compensation whatsoever.
18. By participating, participants and their parents/guardians automatically agree to the Terms & Conditions stated.

## **B. Game Stations at LEGO Star Wars Pop-up Event**

1. Registration is NOT required at this event.
2. Participant can participate the game stations at any order.
  - a. **Be The Next Hero Digital Poster**  
Unleash your inner hero! Step into a LEGO *Star Wars* adventure at the Create Your Own Poster. Snap a picture and watch yourself become a LEGO *Star Wars* minifigure. Download your creation and take a piece of the galaxy home!
  - b. **LEGO Fortnite X Star Wars PS5 Game**  
Dive into free play with the latest LEGO Fortnite update, available from 3 May.
  - c. **Spot and Win**  
Spot the hidden lightsabers in the diorama display, count and guess the exact number, and 3 lucky winners with the bullseye guess will walk away with a LEGO set valued over SGD120!
  - d. **Snap, Post & Redeem Mystery Gift**
    - Capture a photo at Palpatine's Throne, at Level 2 Entrance, post on social media with #LEGOSTarWarsSG and tag @wismaatria, show it to LEGO Brand Ambassador at Level 1 Atrium to redeem one Star Wars Sticker Sheets or Sticker Book.
    - Limited to one redemption per person. Subject to first-come, first-served basis, while stocks last.

## **C. May the 4th Fans Event Celebration**

1. The May the 4<sup>th</sup> Fans Event Celebration will be celebrated on 4 May, from 1pm - 2pm with a series of activities held at Wisma Atria L2 Entrance and L1 Atrium in collaboration with local fan groups:
  - a. Witness the local costumed fan group, 501<sup>st</sup> Legion, do an Imperial March-in.
  - b. Participant in trivia contest to stand a chance to win a signed LEGO Star Wars set. Free LEGO sets cannot be exchanged or refunded.
  - c. Dressed in your best Star Wars-inspired looks and take advantage of endless photo opportunities throughout the event.

## **D. LEGO® STAR WARS™ TOP SPENDER CONTEST**

### **1. Contest**

- a. "LEGO® Star Wars™ Top Spender Contest" (the "Contest") is an onground competition to reward our hardcore AFOLs and Star Wars fans with prizes worth up to SGD4,000.
- b. The Contest is sponsored by LEGO Singapore and managed by Brix Star (collectively the "Organizers").

- c. By entering the Contest, you acknowledge that you have read, understand, and agree to these Terms and Conditions.
- d. These terms and conditions shall apply to the Contest and bind all Participants (as defined in paragraph 2a).

## **2. Eligibility**

- a. The Contest is open to any individual who fulfils the following condition (collectively the “Participants” and each a “Participant”):
  - (i) a Participant must be a Singapore Citizen, Permanent Resident or Long-Term Pass Holder (including student pass or dependent pass) aged 18 years and above and residing in Singapore; and
  - (ii) Participant must not be an employee of LEGO Singapore, any of its affiliates or any of its advertising agencies, an employee of Brix Star or any of its affiliates, an immediate family member of any such employee, or anyone else connected with the Contest.
  - (iii) “Immediate family” means any of the following: spouse, ex-spouse, de-facto spouse, child or step-child (whether natural or by adoption), parent, step-parent, grandparent, step-grandparent, uncle, aunt, niece, nephew, brother, sister, step-brother, step-sister or 1st cousin.
- b. The Organizers reserve the sole and absolute right to assess and determine the eligibility of each Participant, and may require such information and documents as it considers necessary for the purposes of verifying the eligibility of an entry.
- c. The Organizers also reserve the right to disqualify any Participant who has breached any of these Terms and Conditions, tampered with the entry process or engaged in any unlawful or other improper misconduct calculated to jeopardise fair and proper conduct of the Contest.

## **3. Contest Period**

The Contest will take place from 1 May 2024 (10:30) to 19 May 2024 (21:30) both dates inclusive (the “Contest Period”). Any submission after the Contest Period shall be disqualified and rejected automatically.

## **4. Contest Mechanics**

- a. The Contest is conducted via sales captured onground at the LEGO® Star Wars™ event in Wisma Atria Level 1 Atrium.
- b. To enter a Submission for the Contest, a Participant must:
  - (i) Be a Bricks World member, or sign up as a member with Bricks World.
  - (ii) Purchase any LEGO® Star Wars™ playsets within the LEGO® STAR WARS™ pop-up event within 1-19 May 2024.
  - (iii) Multiple Submissions are accepted and will be added to the total spend. Upon the expiry of the Contest Period, no further Submissions will be added.

## 5. Selection of Winners

- a. Five (5) of the top spenders who purchased from LEGO® Star Wars™ event in Wisma Atria Level 1 Atrium, from 1 May 2024 (10:30) to 19 May 2024 (21:30) and fulfilled the criteria will be selected as the Winners, to be announced after the Contest Period.
- b. Grand Prize winner is the one with the highest spending entries among the selected top five (5) spenders. There will be only one (1) Grand Prize winner.
- c. All decisions made by Brix Star in relation to the selection of the Winners shall be non-negotiable, final, and binding on all Participants. The Organizers reserve the right to amend and change the winning criteria and winner selections at their sole discretion without assigning any reason whatsoever.
- d. The Winners will be contacted via email by Brix Star before 30 May 2024. The Winner is required to verify his/ her age and full name as per identification document with Brix Star.
- e. The award of a Prize and its validity are subject to acceptance by the Winner. Any Winner who cannot be contacted, or does not respond to Brix Star within five (5) working days from the date the winner notification email is sent, or fails to provide Brix Star the required identification documents and verification details, the Winner is therefore deemed to waive his/ her rights to the Prize. LEGO Singapore has the rights to select the next highest top spender at its sole and absolute discretion. All decisions of the Organizers in this regard are final and binding on all Participants.

## 6. Prizes and Conditions on the Prizes

- a. The Winners will each win a prize pack containing LEGOLAND Malaysia tickets and LEGO playset:
  - (i) Four (4) Consolation Prize winners will each win:
    - LEGOLAND Malaysia tickets for two (2) adults and two (2) children, and
    - one (1) unit of 75341 LEGO® Star Wars Luke Skywalker's Landspeeder™
  - (ii) One (1) Grand Prize winner will win:
    - a 2D1N stay at LEGOLAND Malaysia Hotel,
    - LEGOLAND Malaysia tickets for two (2) adults and two (2) children, and
    - one (1) unit of 75341 LEGO® Star Wars Luke Skywalker's Landspeeder™
- b. LEGO Singapore shall select the prizes in its sole and absolute discretion. All decisions made by LEGO Singapore in relation to the selection of the prizes shall be final.
- c. Upon verification and provision of necessary information, all Prizes must be collected at LEGO® Certified Store located at ION Orchard. Neither Brix Star nor LEGO Singapore shall be liable for the non-receipt of the prizes.
- d. LEGO Singapore reserves its sole and absolute discretion to replace and substitute the Prizes with any other prizes of equivalent or similar values, at any time without prior notice. LEGO Singapore accepts no responsibility whatsoever for any variation and substitution of the Prizes and its values.
- e. All Prizes are non-transferable and cannot be exchanged for cash, credit, or other items in part or in full. Prizes are provided on an "as-is" basis, and neither LEGO

Singapore and Brix Star shall not be liable for any damage, loss, injury or disappointment suffered by any Participant as a result of entering the Contest or accepting the prize.

## **7. General**

a. By participating in the Contest, each Participant:

- (i) warrants and represents the truth and accuracy of all information and documents submitted to the Organizers in relation to the Contest;
- (ii) warrants and represents that all elements contained in the submission: (A) are and/or will be original to the Participant and fully cleared for use as contemplated for the Contest; (B) do and will not, in any way, violate or breach any of the terms of any other agreement the Participant may be a party to; (C) are not unlawful, harmful, threatening, abusive, invasive of another's privacy, harassing, defamatory, slanderous, tortious, vulgar, obscene, hateful, racist or otherwise offensive or objectionable to any other person or entity; (D) do not infringe or violate any copyright, trademark or other right (including the full spectrum of intellectual property rights), or contain any matter the publication or sale of which will violate any law, including federal or state statute or regulation; and (E) shall not require the Organizers to pay or incur any sums to any person or entity as a result of the Organizers' use or exploitation of the same;
- (iii) unconditionally and irrevocably grants LEGO Singapore Pte Ltd and its group of companies a royalty-free, irrevocable, perpetual (or for the entire term of duration of intellectual property rights), non-exclusive, sub-licensable license to post, display, publish, use, adapt, edit, and/or modify the material(s) uploaded in accordance with paragraph 4(a) above to the public in all media including social media for promotional and marketing purposes in connection with the Contest without further reference, compensation or payment to the Participants;
- (iv) indemnify Disney, Lucasfilm, and any of their respective parent companies, subsidiaries, affiliates, directors, officers, employees and agencies from any liability whatsoever, and waive any and all causes of action, related to any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Contest.
- (v) agrees to provide his/ her full name, email address, mailing address and mobile number ("Personal Data") to Brix Star for verification, contact, and/or services in connection with the Contest
- (vi) All Participants understand and agrees to the Contest Privacy Policy set out at Schedule A annexed hereto.

b. In accepting the Prize, each Winner:

- (i) agrees to LEGO Singapore using their name, likeness, image and/or voice without remuneration in any LEGO Singapore and Brix Star collaterals, website and social media for publicity and announcement purposes in connection with the Contest
- (ii) acknowledges that LEGO Singapore may post news or updates about the Contest and the Winners on its website and through other social media sites. However, LEGO Singapore is under no obligation to post content about the

- Winner and makes no representation and provides no guarantee as to when such content may be generated or published; and
- (iii) acknowledges and understands that he/ she is responsible for any tax payable in respect of the Prize.
- c. All personal costs and/ or any other costs, fees and/ or related expenses that are incurred or to be incurred to participate in the Contest or after the Contest, are the sole responsibility of the Participants.
  - d. The Contest is in no way sponsored, endorsed or administered by, or associated with Instagram, Facebook, Twitter or any other social media network.
  - e. The contest is in no way sponsored, endorsed or administered by, or associated with Disney and/or Lucasfilm.
  - f. The Organizers reserve their rights to amend, vary, modify, change, suspend, cancel, extend, remove or delete any terms and conditions of the Contest at any time without prior notice and in any dispute arising out of this Contest, the decision made by the Organizers shall be final and binding onto the parties of the dispute. The Organizers shall not be held liable to compensate and/or indemnify any Participant for any loss and damages in any manner whatsoever in connection with the Contest directly and/or indirectly.
  - g. If this Contest is interfered with in any way, or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Organizers, including but not limited to technical difficulties, unauthorised intervention or fraud, the Organizers reserve the right, in their sole discretion, to the fullest extent permitted by law to modify, suspend, terminate or cancel the promotion, as appropriate.
  - h. Except for any liability that cannot be excluded by law, the Organizers (including their respective officers, employees and agents) are not responsible for all liability, for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of: (a) any technical difficulties or equipment malfunction (whether or not under their control); (b) any theft, unauthorised access or third party interference; (c) any entry or prize claim that is late, lost, altered, damaged or misdirected due to any reason beyond the reasonable control of the Organizers; (d) any variation in prize value to that stated in these Terms and Conditions; (e) any tax liability incurred by a Winner or Participant; or (f) use of the prize.
  - i. The laws of Singapore shall govern the terms and conditions of the Contest. The Participants agree to submit to the non-exclusive jurisdiction of the courts of Singapore for all matters arising from or in relation to the Contest.

**E. LEGO Mascot Appearance:**

1. Catch the special appearance of the LEGO Darth Vader Mascot at Wisma Singapore.

Date	Appearance Location & Time
1 May and 18 – 19 May 2024	Wisma Atria Level 1 Indoor Atrium + Level 2 Entrance 12pm, 2pm & 4pm  <i>30 minutes for each appearance, a total 3 appearances per day.</i>

## **F. Retail Promo Mechanics:**

1. Free gifts/ promotions are valid from 1 May to 19 May at Wisma Atria, limited to one (1) redemption per receipt. Free gifts/promotions are subject to availability of prevailing stocks and is on first-come-first-served basis.

- a. **A minimum \$59 purchase** on any regular priced LEGO product(s) at LEGO Star Wars Pop-up Event in a single receipt entitles to receive to receive a random LEGO Star Wars polybag\*.

Each redemption is limited to one (1) polybag from the lists below, to be determined by Brix Star at its sole and absolute discretion: -

- 5002938 LEGO® Stormtrooper™ Sergeant; or
- 40268 LEGO® Star Wars™ R3-M2; or
- 5002122 LEGO® Star Wars™ TC-4

- b. **A minimum \$89 purchase** on any regular priced LEGO product(s) at LEGO Star Wars Pop-up Event in a single receipt entitles to receive to an exclusive 30685 TIE Interceptor.

- c. **A minimum \$235 purchase** on any regular priced LEGO product(s) at LEGO Star Wars Pop-up Event in a single receipt entitles to receive to an exclusive 40686 Trade Federation Troop Carrier.

### **Mall Exclusive GWP**

- d. **A minimum \$50 spend** at the LEGO Star Wars Pop-up Event at L1 Atrium and receive an exclusive LEGO Star Wars keychain (worth \$25). Limited to max. 2 receipts. Present your physical receipts at Wisma Atria L1 Concierge Counter for redemption.

- Terms & conditions: Exclusively for Wisma Atria Rewards Members. Shoppers can sign up for a free Wisma Atria Rewards membership to be eligible for this promotion. Valid from 1 – 19 May 2024.

2. Only original receipts are accepted for redemption. Receipts cannot be combined.
3. Redemption is not valid with any other promotions/discounts.
4. Credit/credit card slips & NETS transaction slips are not valid - unless presented together with corresponding original receipts.
5. Free LEGO gift is not available for sale, and cannot be exchanged or refunded.

**SCHEDULE A**  
**PRIVACY POLICY**

This policy governs the collection, use and disclosure of personal data by Momenntum Private Limited (“Momenntum”) & Brix Star Private Limited (Brix Star) in connection with the LEGO® Star Wars™ Pop-up Event (the “Event & Contest”), and explains how we collect and handle personal data of individuals and comply with the requirements of the Personal Data Protection Act 2012 of Singapore and its regulation(s) (the “PDPA”). In this policy, “personal data” shall have the meaning ascribed to it in the PDPA.

You agree and consent to us and our authorised service providers and third parties to collect, use and disclose and/or retain your personal data in the manner set forth in this policy. This policy forms a part of the terms and conditions governing your relationship with us.

We reserve the right to add to or amend this policy from time to time. The date of the last amendment will appear at the end of this policy.

**1. Your Personal Data**

1.1. Examples of personal data include but are not limited to:

- (a) your name, NRIC, passport or other identification number, telephone number(s), mailing address, email address and any other information relating to you which you have provided in any form to us;
- (b) your photos;
- (c) personal data of your family members, such as next of kin, spouses and children; and
- (d) information about your usage of and interaction with our website(s) and/or services including computer and connection information, device capability, bandwidth, statistics on page views and traffic to and from our website(s).

**2. Collection of your Personal Data**

2.1. For the Contest, we may collect your personal data through the following ways:

- (a) when you enter a submission for the Contest;
- (b) when you interact with any of our employees;
- (c) when you respond to our request for additional personal data; and
- (d) when you request that we contact you.

**3. Purposes for the Collection, Use and Disclosure of Your Personal Data**

3.1. For the Contest, our collection, use, disclosure and/or retention of your personal data will be limited to such purposes that are in connection with the Contest only.

**4. Disclosure of your Personal Data**

4.1. We may disclose your personal data to the following group of external organisations for purposes mentioned above, subjected to the requirements of applicable laws:

- (a) insurance companies in connection with claims;
- (b) agents, contractors, data intermediaries or third-party service providers who provide services, such as mailing, information technology, data processing, storage and archival to us;
- (c) our professional advisers such as our auditors;
- (d) relevant government regulators, statutory boards or authorities or law enforcement agencies to comply with any laws, rules, guidelines and regulations or schemes imposed by any government authority; and
- (e) any other person in connection with the purposes set forth above.

## **5. Protection of your Personal Data**

5.1. We maintain appropriate security safeguards and practices to protect your personal data unauthorised access, collection, use, disclosure, copying, modification disposal or similar risks, in accordance with applicable laws including the PDPA.

## **6. Accuracy of your Personal Data**

6.1. We take all reasonable measures to ensure that your personal data remains accurate, complete and up-to-date.

6.2. Please keep us informed when there are any updates to your personal data by contacting us directly.

## **7. Withdrawal of Consent**

7.1. If you wish to withdraw your consent to any use or disclosure of your personal data as set out in this policy, please contact us directly.

7.2. Please note that if you withdraw your consent to any or all use or disclosure of your personal data, depending on the nature of your request, we may no longer be in a position to continue to provide services or award the prize to you (if you are the winner)

## **8. Access to and Correction of your Personal Data**

8.1. You may request access to or make corrections to your personal data records by contacting us directly.