

## **Terms and Conditions for LEGO Santa's Superpower Christmas Cove:**

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

1. The event is organised by LEGO Malaysia Sdn Bhd ("LEGO Malaysia") and managed by Limelight Creative Sdn Bhd ("Limelight Creative").
2. Families can look forward to fun-filled adventures as they experience the gift of superpowers through LEGO Play at Sunway Carnival Mall from 10 November – 19 November, Sunway Velocity from 23 November to 3 December, Sunway Pyramid from 7 to 17 December.
3. The LEGO Santa's Superpower Christmas Cove at all three locations will be open to the public from 10.00am to 10.00pm. Last entry into the event will be at 9.30pm on all days.
4. Location of Sunway Pyramid will be closed for a private event on Friday, 8<sup>th</sup> December from 10.00am to 12.00pm.
5. The game stations (except bonus station) are at times restricted to participants aged 4 to 12 years old due to safety and experience requirements. A Parent/Guardian must, at all times, be present during the activity.
6. The participants can participate in the event at no cost. Only same day registrations will be valid and allowed entry to the event, pre-registration is mandatory at the registration counter for all participants for game stations except bonus station. Each participant is only allowed to participate in the event once.
7. Limelight Creative 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.
8. Limelight Creative also reserves the right to disqualify any participant without assigning any reason whatsoever.
9. By participating in this event, the Parent/Guardian acknowledges that LEGO Malaysia 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.
10. The Parent/Guardian grants LEGO Malaysia 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.
11. 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.
12. LEGO Malaysia or other companies within the LEGO Group of Companies are not obligated to use Material.
13. The Material will always be used in accordance with LEGO values.
14. 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.
15. LEGO Malaysia, Limelight Creative, Toy'R'Us (Malaysia) Sdn Bhd, Brick and Block Store PLT are not responsible for any personal loss, injuries or damage caused or incurred during the activity.
16. By participating, Parent/guardian and the participants agree to indemnify LEGO Malaysia, Limelight Creative, Toy'R'Us (Malaysia) Sdn Bhd, Brick and Block Store PLT 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.

17. 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.
18. LEGO Malaysia 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.
19. By participating, participants and their parents/guardians automatically agree to the Terms & Conditions stated.

**B. Game Stations at LEGO Santa's Superpower Christmas Cove:**

1. Registration is compulsory by scanning the QR code below. All required fields are to be filled up at Sunway Carnival Mall from 10 November to 19 November, Sunway Pyramid from 7 December to 17 December, Registration is NOT required at Sunway Velocity.



2. One (1) LEGO Mission Card can be collected after the registration pop up message is shown to the event facilitator at Registration Counter at Sunway Carnival Mall from 10 – 19 November 2023, Sunway Pyramid from 7 - 17 December 2023. Mission Card is NOT available at Sunway Velocity.
3. A LEGO Santa Minifigure can be redeemed at Redemption Counter at Sunway Carnival Mall from 10 – 19 November 2023 and Sunway Pyramid from 7 to 17 December 2023 upon completion of all 4 game stations. LEGO Santa Minifigure is NOT available at Sunway Velocity.

Venue	Registration Counter	Redemption Counter
Sunway Carnival	Main Atrium, G Floor	Main Atrium, near to Calvin Klein
Sunway Pyramid	Orange Atrium, LG2	Orange Atrium, near to OSIM

4. Redemption is only limited to one (1) per participant and participants aged 4 to 12 years old.
5. LEGO Santa Minifigures are given on a first-come, first-served basis and while stocks last.
6. LEGO Santa Minifigures are not refundable or exchangeable for cash.
7. Participant can participate the game stations at any order.
  - i. **Santa's New Ride**
    - a. Game station is available at Sunway Carnival Mall from 10 November to 19 November 2023, Sunway Velocity from 23 November to 3 December and Sunway Pyramid from 7 to 17 December 2023.
    - b. Choose one of the rides, gear up your superpowers and build a brand-new ride with your creativity.
    - c. A stamp can be redeemed upon completion. Stamp collection is NOT available at Sunway Velocity.

ii. **The Present Run**

- a. Game station is available at Sunway Carnival Mall from 10 November to 19 November 2023 and Sunway Pyramid from 7 December to 17 December. This station is NOT available at Sunway Velocity.
- b. Collect a minimum of 20 presents within 30 seconds.
- c. A stamp can be redeemed upon completion.

iii. **The Reindeer Dance**

- a. Game station is available at Sunway Carnival Mall from 10 November to 19 November 2023 and Sunway Pyramid from 7 December to 17 December. This station is NOT available at Sunway Velocity.
- b. A stamp can be redeemed by carry Santa's presents across by stepping only on the chosen colour.

iv. **Build To Give**

- a. Game station is available at Sunway Carnival Mall from 10 November to 19 November 2023, Sunway Velocity from 23 November to 3 December and Sunway Pyramid from 7 to 17 December.
- b. Build a LEGO heart.
- c. Take a photo with your creation and share in on your social media with the hashtag #LEGOMY #BuildToGive
- d. A stamp can be redeemed upon completion. Stamp collection is NOT available at Sunway Velocity
- e. Submit your entry at <https://docs.google.com/forms/d/e/1FAIpQLSfllQwbkWWueFBSjpBGvqB-ilygeA8t92zKOV4wY2xzFpr5Jw/viewform> or by scanning the QR code and help us track how many LEGO hearts are built.



- f. For every heart built. The LEGO Group will donate a set of LEGO to a child in need of play from appointed charity partners.

**C(i). Bonus Station: Spot the LEGO Santa Superpower Cape Contest**

1. Registration is NOT required at this Bonus Station.
2. Bonus station is available at Sunway Carnival Mall, Main Atrium G Floor from 10 November – 19 November and Sunway Pyramid, Orange Atrium LG2 from 7 December to 17 December.
3. Submit your entry at [https://docs.google.com/forms/d/102TJp-q32h3S5Lvbs5rjdvTvRhZhBxM5a\\_x-V1Z0XC4/prefill](https://docs.google.com/forms/d/102TJp-q32h3S5Lvbs5rjdvTvRhZhBxM5a_x-V1Z0XC4/prefill) or by scanning the QR Code. All required fields are to be filled up.



4. Participants to spot and count the total number of LEGO Santa Superpower Cape hidden in the Gift the superpower of play Diorama Display.
5. Out of all eligible Participants whose submissions qualify, a total of 6x Participants with the nearest answer at Sunway Carnival Mall and Sunway Pyramid (3x Participants each mall) will be selected by LEGO Malaysia and Limelight Creative in its sole and absolute discretion (collectively the "Winners" and each a "Winner").
6. All decisions made by LEGO Malaysia in relation to the selection of Winners shall be final, conclusive and binding on all Participants and non-negotiable.
7. The Winners will be contacted via direct message or direct call by Limelight by no later than 14 working days after the end of the Contest Period 31 Dec 2023. A Winner may be required by Limelight to verify his/her age and/or identity.
8. The award of a Prize is subject to acceptance by the Winner. If a Winner cannot be contacted or does not respond to Limelight within 10 working days of Limelight direct message, or fails to provide the required verification(s), the Winner is deemed to have waived his/her right to the Prize. LEGO Malaysia has the right to select a supplementary Winner at its sole and absolute discretion. All decisions of LEGO Malaysia in this regard are final and binding on all Participants.
9. All Prizes will be sent via courier upon verification and provision of necessary information for delivery. Neither Limelight nor LEGO Malaysia shall be liable for the non-receipt of the prizes.
10. All Prizes are not transferable and are not exchangeable for cash, credit, or other items in part or in full. Limelight shall not be responsible for any Prize in any event of loss, theft, damage etc after it has been delivered to a Winner.
11. Each Winner is eligible to win only one (1) prize comprising of one (1) playset from the LEGO playset listed below, to be determined by LEGO Malaysia at its sole and absolute discretion: -
  - i. LEGO City 60315 Police Mobile Command Truck (worth RM199.90) x 6

**D. Santa Mascot Appearance:**

1. Catch the special appearance of the LEGO Santa Mascot at Sunway Carnival Mall, Sunway Velocity and Sunway Pyramid.

Venue	Date	Appearance Time
Sunway Carnival Mall Main Atrium, G Floor	11 – 12 Nov and 18 – 19 Nov 2023	12.30pm, 1.30pm, 6.00pm, 7.00pm <i>30 minutes for each appearance, total 4 appearances per day.</i>
Sunway Velocity Opposite SK Jewellery, G Floor	25 - 26 Nov and 2 - 3 Dec 2023	12.30pm, 1.30pm, 6.00pm, 7.00pm <i>30 minutes for each appearance, total 4 appearances per day.</i>
Sunway Pyramid Orange Atrium, LG2	9 – 10 Dec 2023 and 16 – 17 Dec 2023	12.30pm, 1.30pm, 6.00pm, 7.00pm <i>30 minutes for each appearance, total 4 appearances per day.</i>

2. Receive a RM15 off LEGO retail voucher at Sunway Carnival Mall, Sunway Velocity and Sunway Pyramid while stocks last.
  - a. Receive a RM15 off LEGO® voucher with a minimum spend of RM300 on any LEGO® playsets.
  - b. The voucher is valid for redemption from 27 December until 4 January 2024. Requests for extensions to the expiry date will not be allowed.
  - c. Voucher holder is entitled to a RM15 off on any LEGO® playsets, and there is no minimum spending requirement.

- d. Vouchers cannot be combined or used in conjunction with discount promotion and voucher promotion.
- e. Only the original voucher is accepted. Defective or lost vouchers will not be accepted or replaced.
- f. Tampered vouchers will not be honoured and will be rejected. Decision on rejection of any tampered vouchers is final.
- g. Vouchers are not refundable or exchangeable for cash and is valid for a single transaction only. Any unused balance will not be refunded.
- h. LEGO® Trading (Malaysia) Sdn Bh reserves the right to vary and amend any of the above terms and conditions without prior notice and without having to disclose any reason therefore and without any compensation whatsoever.
- i. Terms and conditions apply.

**E. Retail Promo Mechanics:**

1. Free gifts/ promotions are valid from 10 Nov – 17 Dec 2023 at Sunway Carnival Mall, Sunway Velocity, Sunway Pyramid, 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 RM249 purchase and above** on any regular priced LEGO product(s) at LEGO Santa's Superpower Christmas Cove in a single receipt entitles to receive an exclusive LEGO 4-in-1 Christmas Ornament.
  - b. **A minimum RM179 purchase and above** on any regular priced LEGO product(s) at LEGO Santa's Superpower Christmas Cove in a single receipt entitles to receive an exclusive LEGO Snowman.
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 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.

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**SCHEDULE A  
PRIVACY POLICY**

This policy governs the collection, use and disclosure of personal data by Limelight Creative Sdn Bhd ("Limelight") in connection with the "LEGO Santa's Superpower Christmas Cove 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 2010 of Malaysia 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 to you.

## **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.