

TERMS AND CONDITIONS OF THE "LEGO Kids Day Prize Draw"

These prize draw rules (hereinafter referred to as the "**Terms**") govern the "LEGO Kids Day Prize Draw" (hereinafter referred to as the "**Prize Draw**") as a binding and complete document.

1. Organiser

1.1. The promoter and organiser of the Prize Draw is Alza.cz a.s., with its registered office at Jankovcova 1522/53, Holešovice, 170 00 Prague 7, Company ID: 27082440, registered in the Commercial Register maintained by the Municipal Court in Prague, Section B, Insert 8573 (hereinafter referred to as the "Promoter", "Organiser", or "Alza").

1.2. The coordinator and company participating in the organisation of the Prize Draw (contacting of the winners and prize distribution) is LEGO Trading s.r.o., with its registered office at Boudníkova 2506/1, Libeň, 180 00 Prague 8, Company ID: 25093762, VAT ID: CZ25093762 (hereinafter referred to as the "Coordinator").

2. Duration of the Prize Draw

2.1. The Prize Draw runs from 00:01 on 15 May 2026 until 23:59 on 31 May 2026 (inclusive) (hereinafter referred to as the "Prize Draw period").

3. Participants

3.1. Participants in the Prize Draw may only be consumers, being fully legally competent natural persons of legal age with a delivery address in the territory of the Czech Republic, the Slovak Republic, or Hungary.

3.2. Employees of the Organiser or its sister companies, or of the Coordinator, as well as their close persons or persons living with them in the same household, may not take part in the Prize Draw.

4. Prize Draw rules

4.1. To enter the Prize Draw, each applicant who is eligible under Article 3 of these Terms, must meet the conditions below in order to become a participant:

(i) **During the Prize Draw period, the participant must purchase a LEGO building set on the e-shop alza.cz, alza.sk or alza.hu with a value of at least 500 CZK / 20 EUR / 7400 HUF.**

(ii) After fulfilling the purchase condition under point (i), **the participant must register no later than 14 June 2026 via the registration form of the Organiser**, providing their name, surname, telephone number, e-mail address, and order number. The participant may register all his/her purchases fulfilling the conditions under point (i), in such case

every registered purchase of the participant will be included in the Prize Draw. Registration is completed via the form at:

<https://www.alza.cz/soutez-nakup-stavebnic-lego>.

<https://www.alza.sk/sutaz-nakup-stavebnic-lego>; or

<https://www.alza.hu/nyerj-lego-epitokeszlet-vasarlasi-utalvanyt-akar-150-000-ft-ertekben>.

4.2. By registering, each participant expresses their consent to these complete Prize Draw Terms and undertakes to comply with them in full.

4.3. Duly completed and submitted registration forms from all countries involved will be recorded in the Organiser's database (hereinafter referred to as the "Database"), where each participant will be assigned a unique identification number.

4.4. Alza notes that a customer who withdraws from the purchase contract for the Prize Draw purchase will not meet the conditions for participation in the Prize Draw.

5. Prizes, selection of winners

5.1. A total of **60 prizes** are included in the Competition, which will be drawn in accordance with these Terms. The prize is the opportunity to select LEGO sets worth up to 10,000 CZK/410 EUR/150 000 HUF, based on the e-shop sale price at www.alza.cz/lego, www.alza.sk/lego, www.alza.hu/lego. **The Organiser notes that the Prize Draw runs jointly across the Czech Republic, Slovakia, and Hungary, and prizes will be distributed among participants from these countries based on a joint draw. There is no amount of the prizes allocated for each country.**

5.2. If a drawn winner is a participant who is not entitled to the prize under these Terms (e.g. does not meet the conditions under Article 3 or has withdrawn from the purchase contract), they will be excluded from the Prize Draw and the prize will be awarded to the next drawn participant. Such participants are not entitled to reimbursement of costs or damages. One participant may register multiple times if they make multiple qualifying purchases (one order number = one Registration); likewise, one participant may win multiple prizes.

5.3. The draw will take place on 15 June 2026 at 12:00, when the Organiser will select 60 winners from the Database of participants.

5.4. The prize cannot be exchanged for cash or any other prize than that specified by the Organiser. Winners may choose LEGO sets from the Alza e-shop at alza.cz, alza.sk. or alza.hu up to a total value of 10,000 CZK /410 EUR/150 000 HUF. **Any difference above this value cannot be paid additionally** (e.g. it is not possible to select a set worth more than the prize value and pay the difference in cash).

5.5. Participants whose participation in the Prize Draw is in any way contrary to these Terms will be excluded from the Prize Draw without compensation.

6. Claiming prizes

6.1. Winners will be contacted after the draw via the contact details provided during registration by the Coordinator. If a winner does not respond to the prize notification and confirm the required details within three days of being contacted, they forfeit the right to the prize. Prizes not claimed or collected due to the winner's fault revert to the Organiser and remain its property.

6.2. The Organiser is not responsible for any change of residence or other personal data provided incorrectly or incompletely by the participant that prevents contact or delivery of the prize. The Organiser is not responsible if the participant does not collect or is unable to collect the prize. In such cases, the participant loses the right to the prize.

6.3. Winners are not entitled to claim the prize under warranty, i.e. they have no rights arising from defects.

7. Personal data

7.1. The controller of the participant's personal data (namely name, surname, delivery address, telephone number, email address, and any other data provided to the Organiser in connection with participation in the Competition) is the Organiser. Contact details are available at:

- www.alza.cz/contact-and-support
- www.alza.sk/contact-and-support
- www.alza.hu/contact-and-support

7.2. The purpose of processing the participant's personal data is proper participation in the Prize Draw and related activities, such as verifying their valid participation in the Prize Draw and contacting them for the purpose of delivering the prize in the Prize Draw.

7.3. The winner acknowledges that the Organiser will involve the Coordinator in processing personal data for the purpose of arranging prize distribution.

7.4. The legal basis for processing is the legitimate interest of the Organiser in processing participant data for the above purposes, as participation is voluntary and without such processing the Competition would not be organised. Objections to processing may be submitted via the contact form (alza.cz/contact > Other > Personal data > Report an issue).

7.5. The participant has the right to request from the Organiser information about which personal data are being processed, to request an explanation regarding the processing of their personal data, to request access to their personal data and their updating or correction, to request the deletion of their personal data, and to contact either the Organiser or the Data Protection Authority in case of any doubts regarding compliance

with obligations related to personal data processing. A more detailed description of the participant's rights and further conditions of personal data processing are available at:

- www.alza.cz/privacy-policy
- www.alza.sk/privacy-policy
- www.alza.hu/adatvedelmi-szabalyzat

8. Other provisions and conditions

8.1. The Organiser reserves the right to change the Terms at any time, including the duration of the Prize Draw, or to cancel the Prize Draw without compensation, effective from the date of publication on the Prize Draw website.

8.2. The Organiser reserves the right, in the event that the Prize Draw does not proceed according to plan for any reason beyond the Organiser's reasonable control that disrupts or affects the organisation, security, or proper conduct of the Prize Draw, to cancel or suspend the Prize Draw without compensation or to amend these Rules at the Organiser's discretion.

8.3. The participant has no right to reimbursement of costs associated with participation in the Prize Draw. Alza is not responsible for errors caused during the transmission of electronic messages.

8.4. This Prize Draw and the legal relationships arising from these rules shall be governed by the laws of the Czech Republic.

In Prague on 15 May 2026