

# MARKETING CAMPAIGN „LEGO® F1 EVENT“

## 1. INTRODUCTORY PROVISIONS

1. The company Alza.cz a.s., Company ID 27082440, Tax ID CZ27082440, registered office at Jankovcova 1522/53, 170 00 Prague 7, registered in the Commercial Register maintained by the Municipal Court in Prague, Section B, Insert 8573 (hereinafter referred to as "Alza"), is organising a marketing campaign titled "LEGO® F1 EVENT" (hereinafter the "Campaign") running from 00:01 on June 30, 2025 to 23:59 on July 19, 2025 (hereinafter the "Campaign Period"). These official rules govern the Campaign and are available at [www.alza.cz/lego-formule-nazivo](http://www.alza.cz/lego-formule-nazivo).
2. Alza notes that this Campaign is also subject to the terms for advertising communications as outlined at [www.alza.cz/reklama](http://www.alza.cz/reklama).

## 2. BASIC CAMPAIGN TERMS

1. Any Czech Republic resident aged 18 or older (hereinafter "Participant") who meets all Campaign requirements during the Campaign Period is eligible to win a prize (hereinafter "Prize") if they:
  - a) Follow the Alza Instagram account @alza\_czsk,
  - b) Respond under the designated Campaign Instagram post on the @alza\_czsk account featuring a Formula car by answering the question: "Who is your favourite driver?" and include the hashtag #LEGOF1 in the comment.
2. The following individuals are excluded from participating in the Campaign:
  - a) Anyone who does not meet the Campaign conditions outlined in these rules;
  - b) Anyone who acts unlawfully and/or immorally and/or engages in fraudulent behaviour related to the Campaign;
  - c) Employees or associates of Alza and affiliated entities, including their relatives and persons closely connected to them.
3. Excluded Participants are not entitled to any compensation for potential costs or damages incurred due to their exclusion.

## 3. DETAILED CAMPAIGN TERMS

1. The Prizes available in the Campaign include:
  - 2x LEGO F1 race cars signed by real F1 drivers available here <https://www.alza.cz/hracky/lego-speed-champions-77250-zavodni-auto-moneygram-haas-f1-team-vf-24-d12707009.htm> (1x Oliver Bearman, 1x Esteban Ocon)
  - 3x LEGO sets signed by Czech LEGO designer Milan Reindl available here <https://www.alza.cz/hracky/lego-technic-42206-technic-42206-d12722624.htm> (hereinafter referred to as "Prize").

2. Winners will be selected randomly within 14 days of the Campaign end, i.e., by August 2, 2025, and a total of 5 winners will be drawn.
3. Winners will be contacted via direct message on Instagram, where shipping details for Prize delivery will also be arranged.
4. Those who are not among the winners acknowledge they will not be informed of the outcome.
5. Prizes are non-exchangeable for cash and not intended for resale.
6. Participants have no legal entitlement to receive a Prize.

#### **4. PERSONAL DATA**

1. Alza is the data controller of the personal data collected from Participants. Contact details are available at [www.alza.cz/kontakt](http://www.alza.cz/kontakt).
2. The purpose of processing Participants' personal data is to properly administer the Campaign and related activities, including but not limited to participant evaluation, verification of Campaign conditions compliance, public announcement of Prize winners (particularly on Alza's websites and social media), and winner notification.
3. The legal basis for processing is Alza's legitimate interest in handling the Participant's personal data for the purposes mentioned above, as participation in the Campaign is voluntary. Without this data processing, Alza would not be able to run the Campaign. Participants may object to this processing via the following contact form ([alza.cz/kontakt](http://alza.cz/kontakt) > other > personal data > objection).
4. More information on data processing can be found at [www.alza.cz/privacy-policy](http://www.alza.cz/privacy-policy).

#### **5. FINAL PROVISIONS**

1. Alza hereby declares it is not responsible for errors occurring during electronic data transmission.
2. Alza reserves the right to modify the Campaign conditions, replace Prizes with ones of similar type or value, or cancel the Campaign entirely.
3. Participants are not entitled to reimbursement for any expenses associated with participation.
4. These Rules take effect on the date of publication, and by entering the Campaign, each Participant agrees to them.
5. Any disputes arising from or related to the Campaign will be resolved exclusively by Alza.
6. This Campaign is not sponsored, endorsed, or administered by Instagram, nor is it in any way associated with the platform.

Prague, June 30, 2025