

MARKETING CAMPAIGN

“LEGO® Valentine’s Day Giveaway”

1. INTRODUCTORY PROVISIONS

1. The company Alza.cz a.s., Company ID 27082440, Tax ID CZ27082440, with registered office at Prague 7, Jankovcova 1522/53, Postal Code 170 00, registered in the Commercial Register maintained by the Municipal Court in Prague, Section B, Insert 8573 (hereinafter referred to as “**Alza**”), is organising, from 00:01 on February 2, 2026, until 23:59 on February 16, 2026 (hereinafter the “**Campaign Period**”), a marketing campaign called “LEGO® Valentine’s Day Giveaway” (hereinafter the “**Campaign**”), and hereby sets forth the terms and conditions of the Campaign, which are available at www.alza.cz/lego-valentyn-soutez.
2. Alza notes that this Campaign is also subject to the advertising terms and conditions published at www.alza.cz/reklama.

2. BASIC CAMPAIGN TERMS AND CONDITIONS

1. A customer from the Czech Republic who is over 18 years of age (hereinafter referred to as the “**Participant**”), if they meet the conditions of the Campaign set out in these rules during the Campaign Period, may obtain a prize (hereinafter referred to as the “**Prize**”), in particular, but not exclusively, by fulfilling the following conditions:
 - a) During the Campaign Period, purchase and pay for any LEGO products on www.alza.cz worth at least CZK 850 including VAT (hereinafter the “**Goods**”),
 - b) Registers the order on the basis of which the Goods were purchased from Alza on the website www.alza.cz/lego-valentyn-soutez. The Participant may register multiple orders, provided that all of them meet the conditions of this Campaign.
2. The following individuals will be excluded from the Campaign:
 - a) Those who fail to meet the Campaign conditions stated in these rules;
 - b) Those who act unlawfully and/or immorally and/or engage in fraudulent behaviour in connection with the Campaign;
 - c) Those who are employees or otherwise in a working or similar relationship with Alza, as well as persons personally or financially connected to Alza, including their relatives and close persons;
 - d) Those who withdraw from the purchase contract under which they purchased the Goods.
3. In the event of exclusion, the Participant is not entitled to any compensation for costs or damages that may arise.

3. DETAILED CAMPAIGN TERMS AND CONDITION

1. The Prizes that can be won in the Campaign are as follows:
 - 42x <https://www.alza.cz/hracky/lego-technic-42143-ferrari-daytona-sp3-d7304039.htm>(hereinafter referred to as the “**Prize**”).

2. Fifteen (15) days after the end of the Campaign Period, 42 winners will be randomly drawn and will receive the Prize.
3. The Participant will be informed that they have become a winner via an e-mail message or a phone call, using the e-mail address or telephone number provided when purchasing the Goods. At the same time, the address to which the Prize will be sent will be agreed with the Participant.
4. Participants who are not selected as winners acknowledge that they will not be notified of this fact.
5. The Prize cannot be exchanged for cash and is not intended for resale.
6. Participants have no guaranteed entitlement to receive a Prize.

4. PERSONAL DATA

1. The controller of the Participant's personal data is Alza. Contact details for Alza are available at www.alza.cz/kontakt.
2. The purpose of processing the Participant's personal data is to ensure proper participation in the Campaign and related activities, such as evaluating Participants, verifying fulfilment of Campaign conditions, publicly announcing Prize winners (especially on Alza's website and social media), and contacting the winners.
3. The legal basis for processing is Alza's legitimate interest in processing the Participant's personal data for the above purposes, as each Participant joins the Campaign voluntarily. If Alza were unable to process the data as described, it would not be able to run the Campaign. Participants may object to such processing using the contact form (alza.cz/contact > Other > Personal data > Objection).
4. Additional terms regarding the processing of personal data are available at www.alza.cz/privacy-policy.

5. FINAL PROVISIONS

1. Alza declares that it is not responsible for errors arising from the transmission of electronic messages.
2. Alza reserves the right to modify the Campaign conditions, replace the Prize with one of a similar type or equivalent value, or cancel the Campaign altogether.
3. Participants are not entitled to compensation for any costs related to participation in the Campaign.
4. These Campaign rules take effect on the date of their publication, and by entering the Campaign, each Participant agrees to these rules.
5. Any disputes arising from or related to this Campaign shall be resolved exclusively by Alza.

In Prague, February 2, 2026