

**TERMS AND CONDITIONS OF PARTICIPATION LEGO®**  
**Terms and Conditions of Participation for Personalized LEGO Poster 2026**

For reasons of readability, the masculine form is chosen in the text, but the information nevertheless refers to members of all genders.

### **1. Organiser and Acceptance Conditions of Participation**

1.1 The organiser of this promotion is LEGO Company Limited, Capital Point, 33 Bath Road, Slough, United Kingdom, ("LEGO Company", hereinafter also referred to as "we" or "us").

1.2 By participating in this promotion (the "Promotion"), you agree to the applicability of these terms and conditions of participation ("Promotion Terms") and confirm that you meet the requirements stated for participation. Participation in the Promotion is exclusively subject to the conditions listed here.

1.3 In the event of force majeure or any other circumstance beyond its control, LEGO Company has the right to suspend, curtail or terminate the Promotion in whole or in part and to suspend, curtail or declare void the Promotion rules, gifts and information about the Promotion.

### **2. Eligibility and Verification**

2.1 Employees of the LEGO Group and their relatives as well as employees of other companies directly involved in the creation or administration of this Promotion and their relatives are excluded from participation. Only natural persons residing in the United Kingdom are eligible to participate.

2.2 You must be at least 18 years of age to participate in the Promotion. If you are a minor (under 18 years of age) and wish to create a personal poster as part of this Promotion, your parent or legal guardian must register on your behalf in order for you to participate in the Promotion. In this case, the parent or legal guardian is the participant within the meaning of these Promotion Terms and all contact details provided in accordance with section 2.3 must be those of the parent or legal guardian.

2.3 We have the right to verify compliance with these Promotion Terms. We are entitled to exclude individuals from participation in the Promotion if they are not entitled to participate or have violated the conditions of participation (e.g. through providing false information). If it becomes apparent after you have participated in the Promotion that you are not in fact eligible to participate, or have otherwise violated the Promotion Terms, your entitlement to a gift will be forfeited.

### **3. Participation in the Promotion**

3.1 The Promotion runs from 12 June 2026 at 00:01 BST to 19 July 2026 at 23:59 BST (the "Promotion Period"). Your participation in the Promotion is only possible during the Promotion Period. If you attempt to participate in the Promotion outside of the Promotion Period, we will unfortunately not be able to award you a gift.

To participate in the Promotion, the following steps must be followed:

- (i) You must purchase one or more LEGO Editions set from the list at 3.1.a from The Entertainer website at [www.thetoystore.com](http://www.thetoystore.com) during the Promotion Period (an "Eligible Purchase").
- (ii) Each time you make an Eligible Purchase during the Promotion Period you will receive a one-time access code by email, which will be sent to the email address you submit when making the relevant purchase.
- (iii) Each code entitles you to create one personal poster. To create your poster, visit the webpage <https://www.thetoystore.com/lego-promotion>, enter your code and your date of birth, create and submit your design, and enter your email address, on or before 23:59 on 19 July 2026.
- (iv) If you complete and submit your personal poster design in accordance with section 3.1(iii) on or before 23:59 on 19 July 2026 you will then receive your personal poster by email to the email address that you submitted in accordance with section 3.1(iii).
- (v) Each code entitles you to create and submit one personal poster design.

3.1.a Sets included in the Promotion are the following LEGO Editions sets: 43020, 43019, 43013, 43015, 43011, 43016, 43012, 43027, 43018, 43023, 43022 and 43014

3.2 Each Eligible Purchase made within the Promotion Period will entitle the participant to receive one one-time access code, and each one-time access code entitles you to create and submit one personal poster design. There is no limit on the number of Eligible Purchases that can be made by any participant during the Promotion Period.

3.3 In the event of misuse, deception or legal misconduct by any participant, LEGO Company expressly reserves the right to immediately exclude that participant from participating in this Promotion, without further notice, and, if applicable, to claim damages for the entire loss incurred from the relevant participant.

#### **4. Gifts**

4.1 Participants can enter the Promotion in accordance with the Promotion Terms in order to obtain a gift of a personal poster designed by them using the tool available at the page <https://www.thetoyshop.com/lego-promotion>.

4.2 Participation via participation or competition registration services is excluded. If you violate these rules, you will be excluded from participation.

4.3 Communications in relation to the Promotion including the transmission of the codes, will originate from the email address: [service@mail.thetoyshop.com](mailto:service@mail.thetoyshop.com). Questions about the Promotion can be submitted to the email address [info@myfootballstar.com](mailto:info@myfootballstar.com).

4.4 The gifts are personal and non-transferable. Each gift can only be awarded to the respective eligible participant who has entered the Promotion in accordance with the Promotion Terms.

4.5 A cash payment, change or exchange of your gift is not possible.

4.6 The decision of the Promoter is final and no correspondence will be entered into regarding either this Promotion or these Promotion Terms.

#### **5. Data protection**

5.1 The processing of personal data in the context of the Promotion by us is carried out in accordance with our data protection information for the LEGO® poster campaign 2026 promotion. These can be viewed under <https://myfootballstar.com/docs/en-GB/the-entertainer-privacy-policy.pdf> and the Promotion page.

#### **6. Liability, termination of the Promotion**

6.1 LEGO Company is not responsible for any submissions, emails or other Promotion-related materials that are lost, fraudulent, stolen, late, incomplete, illegible, interrupted, delayed, altered, defective, misdirected, tampered with, or irregular in any way or if any participant's e-mail address, postal address or other contact information is incorrect, does not work, is deleted, or is changed. LEGO Company shall not have any liability and does not accept any damage, loss, injury or disappointment suffered by participants in this Promotion to the extent permitted by law. Nothing shall exclude LEGO Company's liability for death and personal injury as a result of LEGO Company's negligence.

6.2 We reserve the right to interrupt, modify or cancel the Promotion at any time for good cause without notice. Important reasons are in particular those that jeopardize the planned course and orderly execution of the competition.

#### **7. Miscellaneous**

7.1 We are entitled to change or supplement the Promotion Terms insofar as this is necessary in your interest for a simple and secure processing and in particular to prevent misuse.

7.2 Should any of these provisions be invalid or unenforceable in whole or in part, the validity of the remaining provisions shall not be affected thereby.

7.3 These Promotion Terms shall be governed exclusively by the law of England and Wales. The courts of England shall have non-exclusive jurisdiction to settle any dispute or claim arising out of or in connection with these Promotion Terms.