



Adventures with Prezley Microsite Privacy Policy

Last Modified: 05/02/2021

- Site: Your use of www.adventureswithprezley.com.au (this "Site") is subject to this Privacy Policy. By using this site, you accept our Terms of Use and that you have read and understood our Privacy Policy. Younger visitors should check with their parents or guardians before using the Site. If you are a parent or legal guardian, by allowing your child to use the Site, you are confirming that you have read and understood the terms of this Privacy Policy on your child's behalf. It is important that you read and understand this Privacy Policy before allowing your child to use the Site.
- About Us: The term 'Us', 'Our' or 'We' refers to the owner of the Site, LEGO Australia Pty. Limited whose registered offices are at Level 2, 1 Innovation Road, Macquarie Park, NSW, 2113, Australia. The term 'You' refers to the user or viewer of this Site.
- Information we collect: We do not purposely or knowingly collect personal information from You, except under limited exceptions set forth below.
 - Communicating with Us: You may provide us with personal information by communicating directly with us. For example, if you choose, you may use one of our public email addresses to contact us. If you write to us (or otherwise contacts us), we will ask you to put us in contact with a parent or guardian, through whom we can then provide support. Consistent with the one-time use exception under the Children's Online Privacy Protection Act, we only use your contact information to

respond to your inquiry, and we then delete your and your parent's email addresses from our servers.

- Other Non-personal information: We collect non-personal information about users whenever they interact with the Site. Non-personal information includes the number and frequency of visitors to the Site and the length of their stays, browser name, the type of computer, and technical information about the means of connection, such as the operating system. We also may use cookies and collect your IP address solely for the internal support of the Site, such as site analytics, system administration, and in case requested by law enforcement.
- Why We Collect Information: We use the information you give us to to understand how our users interact with the Site, so we can improve it and develop new services. We may also use your information to comply with our legal and regulatory obligations, requests from government bodies or courts, or respond to litigation.
- How Long We Keep Your Information: We will keep your information only for long as it is necessary for the purposes described above. This period will vary depending on your interactions with the Site. For example, we may retain a record of correspondence with you relating to the Site for as long as it takes to resolve your query. In all cases, where we no longer have a need to keep your information, we will delete it.
- Sharing Users' Personal Information: We do not sell, trade, or rent your personal information to others, and will not do so except as required by law or in connection with a merger, asset sale or similar business transaction as outlined below.
 - Service providers: We, like many other website and app operators, use analytics for the purpose of analyzing our user base and improving the performance of our online services. This Site uses Google Analytics for this purpose: Google Analytics: <https://tools.google.com/dlpage/gaoptout>
 - Law enforcement request: We may disclose your personal information: (a) in the good faith belief that we are required to do so by law; (b) if doing so is reasonably necessary to comply with legal process; (c) to permit us to pursue available remedies, including commencing or responding to any claims; (d) to enforce the terms and conditions of the Site; (e) to protect Our rights, property, or personal safety, Our users or the public; or (f) or to prevent other illegal activity or for risk management purposes.

- International Data Transfers: We operate globally and may need to transfer your personal information outside Australia to our affiliate companies, partners or third party service providers in locations around the world for the purposes described in this Privacy Policy. We do so in order to provide you with our services and for the other purposes outlined above. Please be aware that the data protection laws in some of these countries may not offer the same level of protection as those in your country of residence. Before transferring your information in this way, we will take reasonable steps to ensure that suitable safeguards are put in place aimed at ensuring that an appropriate level of protection applies to the privacy of your personal information and we will comply with all applicable laws.
- Access, Modify, Delete and Other User Rights: Notwithstanding the limited nature of the personal information we collect from or about the users of our Site, users or their parents have the right to request access to review, modify and correct personal information about a user. We will take reasonable steps to verify your identity. If you would like to delete the information that we have collected from your use of the Site, please contact us at privacy.officer@LEGO.com or at the address mentioned in the first paragraph of this Privacy policy.
- Updates: We may change this Privacy Policy at any time without notice by updating this page and if You continue to access or use this Site we will consider that You have accepted any changes.