

Statement of consent

Processing of personal information for participants above the age of 18 years in Future Play Design Challenge (Annual Billund Challenge)

This Statement of Consent is for participants above the age of 18 years in the Future Play Design Challenge, regarding CoC Playful Minds A/S's processing of personal information in connection with the participation. Future Play Design Challenge is a global annual play design challenge for entrepreneurs. The legal basis for this Statement of Consent is EU's General Data Protection Regulation.

Before giving your consent, we ask you to carefully read this document. Please, consider whether your consent applies for both 1) documentation and 2) communication.

1. Processing of information to document the challenge

1.1 The purpose is to get an internal overview of registered participants, being able to contact participants for planning activities, as well as to document and evaluate challenge activities.

1.2 The information collected is:

- Name, Background information & Contact information as part of your submission
- Your written concept submitted
- Your oral presentation of the concept and further ideas & thoughts provided
- Your experience about the participation collected in online surveys, observations & interviews (i.e. evaluation)
- Photos and video recordings of and by you at the (digital) events

1.3 Where does the information come from

We get the information from you, your submission, participation, & evaluation of the challenge.

1.4 How do we process the information

CoC Playful Minds is responsible for treating your information confidentially and securely. We use the information to get an overview of participants and to become wiser about the challenge. We only store the information as long as it is relevant in order to fulfill the purposes above, however, max. 5 years from today (i.e. the day you give your consent).

The legal basis for the processing of personal information is consent, cf. Article 6 paragraph 1, letter a, of the EU General Data Protection Regulation.

1.5 To whom will the information be distributed

CoC Playful Minds may share such information with employees of LEGO Ventures/KIRKBI A/S and other companies within LEGO Group in order to assess the strategic and commercial potential of the submitted information, that the LEGO Group or LEGO Ventures may

independently or with third parties be working on matters similar to or competing with any business idea or product described in the information, and that such activities shall not be precluded or restricted in any way due to the fact that you choose to submit certain information to CoC Playful Minds.

2. Processing of information to communicate about the challenge

2.1 The purpose is to communicate publicly and increase awareness of the challenge.

2.2 The information collected is:

- Announcement of the selected finalists and the winner at our website and social media e.g. by name, company, and country
- A storytelling about your experience based on interviews with you
- Photos and video recordings of and by you e.g. at the digital events

2.3 Where does the information come from

We get the information from you, your submission, participation, & storytelling of the challenge.

2.4 How we process the information

CoC Playful Minds is responsible for treating your information confidentially and securely. We use the information to communicate about the challenge, i.e. create awareness & interest, at different touch points including our Future Play Design Challenge website, as well as social media such as LinkedIn, Twitter, Instagram, and e.g. Vimeo.

We do not share your concept in communication but focus solely on your experience.

We only store the information as long as it is relevant in order to fulfill the purposes above, however, max. 5 years from today (i.e. the day you give your consent).

The legal basis for the processing of personal information is consent, cf. Article 6 paragraph 1, letter a, of the EU General Data Protection Regulation.

2.5 To whom will the information be distributed

CoC Playful Minds may share such information with employees of LEGO Ventures/KIRKBI A/S and other companies within the LEGO Group, only for the same purposes as mentioned above, namely communication of the challenge. Please note that posting on social media is in accordance with the terms of the relevant social media.

3. In general

3.1 Your confidentiality

Any kind of confidential information provided to you by CoC Playful Minds or LEGO Ventures before, during, and after the challenge, we ask you to keep secretly.

3.2 Your rights under the General Data Protection Regulation

You have the right to request access to, correct, delete, limit, and object to the processing of personal data with certain statutory exceptions. Furthermore, you have the right to have an electronic copy of the information provided and to complain about the processing of personal data to the Danish Data Protection Agency.

3.3 You have the right to withdraw the consent at any time

When you withdraw your consent about information for documentation, we will ensure all information is immediately deleted or anonymized.

When you withdraw your consent about information for communication, we will ensure:

- a) your information is not used in new materials, and
- b) your information published online at the Future Play Design Challenge website and other digital media (e.g. announcements or photos) will immediately be deleted or anonymized.

Information in printed materials can be used as long as the stock is stored, whereafter it will be removed before reprinting.

CoC Playful Minds will at any time make reasonable efforts to delete already published information available on media or touchpoints, which CoC Playful Minds is in direct control of.

If you want to use any of the above rights, CoC Playful Minds may be contacted as set out below. Reference is also made to CoC Playful Minds' privacy policy, available at www.cocplayfulminds.org

Contact information:

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