

Privacy policy – The LEGO Foundation’s Facebook page

When Does This Privacy Policy Apply?

This privacy policy applies to the LEGO Foundation’s processing of the personal data you leave and/or submit when you visit The LEGO Foundation’s Facebook page (“the Facebook page”). This privacy policy supplements Facebook Ltd.’s (“Facebook”) general privacy policy.

Who is the data controller for my personal data?

The LEGO Foundation and Facebook are joint data controllers for your personal data.

The LEGO Foundation company information is:

The LEGO Foundation
Address: Højmarksvej 8, 7190 Billund, Denmark
CVR no.: 12458339
Email: LEGOfoundation@LEGO.com

Facebook’s company information is:

Facebook Ireland Ltd.

4 GRAND CANAL SQUARE, GRAND CANAL HARBOUR
D2 Dublin
IRELAND
Reg no.: 462932

The LEGO Foundation follows the guidelines of the Danish Data Protection Agency regarding joint data controllers and the LEGO Foundation will do its best, with the existing means, to ensure that you will be notified of the processing of your personal data before you visit the Facebook page.

Facebook has in this regard published an appendix on the joint responsibility for “Facebook Insight” which you can find via the following link:

https://www.facebook.com/legal/terms/page_controller_addendum

What personal data does Facebook collect?

Depending on your behaviour on the Facebook page LEGO Foundation, Facebook may collect the following personal data about you:

- Whether you “like” or have used other reactions on the Facebook page

- Comments you leave on the Facebook page
- That you have visited the Facebook page
- Your behaviour and interests on the Facebook page
- Personal data collected in connection with competitions (e.g. name and relation to others)

Furthermore, Facebook uses “Facebook Insight” on the Facebook page to collect anonymised statistical information about visitors’ behaviour on the page, including gender, relationship status, work, lifestyle, interests, information about purchases and geographical data. For this purpose, Facebook has placed cookies on your devices when you visit the Facebook page. Each cookie contains a unique identification code that will remain active for a period of two years unless they are deleted before the expiration of this period. Facebook receives, stores and process your personal data through these cookies.

To read more about Facebook’s use of cookies on the Facebook page, please refer to Facebook’s general cookie policy.

Go to Facebook’s cookie policy via the following link:

<https://www.facebook.com/policies/cookies/>

What is the purpose with processing your personal data?

The LEGO Foundation will also process your personal data to improve the Facebook page, compile statistics, develop projects, based on, among other things, your feedback and host competitions. The LEGO Foundation will use aggregated data, which is made available by Facebook through cookies by “Facebook Insight”, e.g. information about age, gender, relationship status, work, lifestyle, interests, and geographical data.

Facebook processes your personal data to enable Facebook to improve its advertising system and to provide the LEGO Foundation with statistics that Facebook produces based on your visit on the Facebook page, in order to advertise and customise the activities on the page. Through cookies, Facebook and the LEGO Foundation will know if you like the Facebook page and use the page’s applications, and be able to customise the content on the Facebook page and develop functions that you might be interested in.

What is the legal basis for the processing?

The LEGO Foundation processes your personal data based on the LEGO Foundation’s legitimate interest in improving the LEGO Foundation’s services as well as to advocate for learning through play, and carry through competitions that you, a friend or family member attends (Article 6(1)(f) of the General Data Protection Regulation (GDPR)).

Facebook processes your personal data based on Facebook’s legitimate interests, including Facebook’s interest in providing an innovative, individually tailored, secure and profitable service

(Article 6(1)(f) of the GDPR). Facebook will also process your personal data in accordance with your consent which you can withdraw at any time via the Facebook settings (Article 6(1)(a) of the GDPR).

For more information about Facebook's legal basis for the processing of personal data, please refer to Facebook's general privacy policy under the section "What is our legal basis for processing data?".

Go to Facebook's privacy policy via the following link:

<https://www.facebook.com/about/privacy#>

Who receives my personal data?

The LEGO Foundation transfers your personal data to data processors in the form of media agencies for reporting and analysis purposes and IT providers. The data processors are placed in third countries (outside EU/EEA) this means that special legal ground are necessary to ensure the transfers are safe. The following legal ground for transfer have been entered into with the data processors to ensure the transfer and processing of the personal data:

Hootsuite Inc. is placed in Canada and therefore the transfer is deemed safe by The European Commission as Canada provides adequate data protection. If Hootsuite uses sub data processors placed in third countries Standard Contractual Clauses have been agreed between the parties if the transfer is not covered by Canada's adequacy status.

LEGO System A/S has addresses across the world. The legal grounds for the transfer of data to the data processor LEGO System A/S is binding corporate rules.

Your personal data can be shared by Facebook with the following categories of recipients:

- Within the companies of Facebook
- Facebook partners who use analytics services
- Advertisers
- Other people using the Facebook page
- Measurement partners
- Researchers and academics

For more information about who Facebook shares your personal data with, please refer to Facebook's general privacy policy under the section "How is this information shared?".

Facebook can transfer your personal data to Facebook in the United States. Facebook uses standard contractual clauses approved by the European Commission and apply European Commission decisions on an adequate level of protection for certain countries for data transfers from the EEA to the UNITED States and other countries.

See the general privacy policy via the following link:

<https://www.facebook.com/about/privacy#>

What are my rights?

Under the data protection legislation, you have several rights:

- You are at all times entitled to gain access to the information the LEGO Foundation and Facebook process about you, with certain statutory exceptions
- You have the right to object to the collection and further processing of your personal data
- You have the right to have your personal data rectified, deleted or blocked
- In certain cases, you have the right to limit the processing of your personal data
- You have the right to receive personal data which you have provided us with and, in some cases, have these personal data transmitted to another data controller (data portability)

If you are a Facebook user, you can change your privacy settings to affect how your personal data is collected and processed when you visit and use the Facebook page.

Use the following links to change your settings:

<https://www.facebook.com/ads/preferences>

<https://www.facebook.com/settings>

Who do I contact?

Facebook's general set-up and the agreements the LEGO Foundation has entered into with Facebook suggest, that you must contact Facebook if you wish to exercise your rights. This is due to the fact, that only Facebook are functionally able to take the necessary steps to meet most of your requests.

However, if you believe that the LEGO Foundation can meet your request, you are of course very welcome to contact us. Please refer to the LEGO Foundation's general privacy policy on the LEGO Foundation's website for more information on how we process personal data.

Go to the LEGO Foundation's general privacy policy via the following link:

<https://www.legofoundation.com/en/about-us/privacy-policy/>

You can visit Facebook's general privacy policy for more information on how Facebook processes your personal data and for Facebook's contact information at the following link:

<https://www.facebook.com/about/privacy#>

If you wish to make a complaint in connection to our processing of your personal data, please contact us.

If your complaint is not resolved by us and you wish to proceed with the case, you can send your complaint to the Danish Data Protection Agency:

Datatilsynet

Carl Jacobsens Vej 35
2500 Valby
Telephone: +45 33 19 32 00
Email: dt@datatilsynet.dk