

Terms & Conditions

Summary Terms & Conditions:

UK, submission made by 18+ parent/legal guardian on behalf of their child aged 7-14. 12:01 12/05/25 – 12:00 30/06/25. Submit a picture of your child's 'Build the Competition' design, along with your and your child's details to enter the Competition (guidelines apply). No purchase necessary. Prizes: 3 winning submissions, each made by a team of up to 4. Each winning team member will win: 2 x LEGO® Build the Change kits for the entrant's school; and 1 x 3-month subscription to The Day for the entrant's school (non-members only), plus the winning entry published on the Promoter's website. UK bank account & email address required. 1 Prize per person. Full T&Cs & Prize details: <https://buildthechange.theday.co.uk>.

Short Summary Terms & Conditions:

UK, 18+ parent/guardian of child (7-14yrs). Ends 12:00 30/06/25. Submit child's 'Build for Belonging' design to enter. No purchase. Prizes: 2 x LEGO® Build the Challenge kits & 1 x 3-month subscription to The Day (non-members only). 3 winning submissions, each by team of up to 4. 1 Prize p/p. Full T&Cs & Prize details: <https://buildthechange.theday.co.uk>.

Full Terms & Conditions

1. This Promotion is open to residents of the United Kingdom, aged 18 or over who are the parent/legal guardian of the child aged between 7 and 14 they are entering on behalf of. This excludes employees of the Promoter, its agents and anyone professionally associated with this Promotion.
2. No purchase necessary; however, a valid UK bank account and email address are required. Internet access may be required depending upon the entry route.
3. **Promotion Period:** Enter between 12:01 BST on the 12 May 2025 and 12:00 BST on the 30 June 2025 inclusive.
4. **To Enter:**
 - a. Take a picture of your child's 'Build for Belonging' design for one of the following challenges:
 - i. Build for Nature Challenge
 - ii. Build for Community Challenge
 - iii. Design with Empathy Challenge

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b. Then either:

- i. **Route 1:** Visit <https://buildthechange.theday.co.uk/competition> and upload the picture of your child's design. Complete the online form providing your details (full name and email address) alongside the first name of the child/children aged between 7 and 14 who you are entering on behalf of (your "Child"/"Children") and the age of your Child/Children; or
- ii. **Route 2:** Send your details (full name and email address), the first name of the Child/Children you are entering on behalf of and their age, alongside the picture of your Child's/Children's design to the postal address: The Education Company, Denne Court, Hengist Field, Oad Street, Sittingbourne ME9 8LT.

To be entered into the competition for your Challenge.

- c. The picture must be in compliance with the Further Entry Details in Clause 5 below.
- d. The picture must be of good quality. If shared through Route 1, the picture must be in jpg, gif, png or pdf format, or the picture can be shared via a file sharing platform (e.g. OneDrive or Google Drive).
- e. Each submission can be created by a team of up to 4 children.

5. Further Entry Details:

- a. Submissions must be made by an 18+ adult.
- b. Designs are not restricted to LEGO® bricks and other materials may be used.
- c. Entrants can enter individually or as a team up to 4.
- d. Content Restrictions:
 - i. Entries must not include any content that infringes or violates the rights of any third party, including but not limited to, ownership, copyrights, trademarks, patents, logos, licensing rights, rights of publicity or privacy or any other intellectual property rights, excluding that of the Promoter;
 - ii. Entries must not disparage the Promoter or any other person or party affiliated with the Competition;
 - iii. Entries must show only the entrant's creation;
 - iv. Entries must not show any identifiable feature of any person, or any product, trademark, or copyrighted property of any other person or business entity nor include the names, likenesses, photographs, or similar of any individual;
 - v. Entries must not contain material that is inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous;

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- vi. Entries must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age;
 - vii. Entries must not be created by or use any form of artificial intelligence;
 - viii. Entries must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any country where submission is created; and
 - ix. The creation entered must not have been submitted previously in a promotion of any kind or exhibited or displayed publicly.
- e. In the event that an entry violates any of the above Content Restrictions, the Promoter may (at their sole discretion) crop or edit such entry to render it compliant and / or exclude such entry from the Promotion.
- f. By submitting an entry, you (in your personal capacity and on behalf of your child) grant to the Promoter a non-revocable, worldwide, royalty-free licence to use the copyright and other intellectual property rights vesting in your entry for all purposes connected with this Promotion, including but not limited to display on the Promoter's website and any other website of the Promoter or its agents/contractors choosing and use of the entry, or part(s) of the entry, in marketing materials relating to this Promotion for up to one year. Each entrant also grants the Promoter and its agents/contractors the right to moderate, modify or remove any entry if it is deemed unsuitable, in whole or in part, for display on the Promotion website or in any materials relating to the Promotion. Entrants hereby represent and warrant that they have all rights necessary to grant the licence and rights provided for in this paragraph and that all materials forming part of their entry to this Promotion, and any use of such materials by or on behalf of the Promoter, comply with all applicable laws, rules, and regulations and do not infringe or otherwise violate the intellectual property or other rights of any third party.
- g. You (in your personal capacity and on behalf of your child) agree to grant the Promoter in perpetuity a non-revocable, worldwide, royalty-free licence to use the copyright and other intellectual property rights vesting in your entry for all purposes connected with this Promotion, including but not limited to display on the Promoter's website, social channels, in any publicity, advertisement or case study carried out by or on behalf of the Promoter in any manner or medium whatsoever, including print, broadcast or the internet and any other website of the Promoter or its agents/contractors choosing and use of the entry, or part(s) of the entry, in marketing materials relating to this Promotion ("Media").

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- h. You (in your personal capacity and on behalf of your child) agree to the inclusion, publication, reproduction and/or other use of your entry by the Promoter, without further notice or compensation, in any Media.
 - i. You (in your personal capacity and on behalf of your child) agree to grant the Promoter the right to adapt, modify, and use any or all parts of the entry. You also agree to grant the Promoter and its agents/contractors the right to moderate, modify or remove any entry if it is deemed unsuitable, in whole or in part, for display on the Promotion website or in any materials relating to the Promotion. You hereby represent and warrant that you have all rights necessary to grant the licence and rights provided for in this paragraph and that all materials forming part of your entry to this Promotion, and any use of such materials by or on behalf of the Promoter, comply with all applicable laws, rules, and regulations and do not infringe or otherwise violate the intellectual property or other rights of any third party.
 - j. Winners must sign a media release to consent to their entry being used for marketing purposes by the Promoter.
 - k. The Promoter is not liable for any submissions once dispatched to the postal address and the Promoter will not be responsible for any submissions not received, broken or lost in transit.
- 6. There is no maximum number of entries permitted per person during the Promotion Period. No person may win more than 1 Prize.
- 7. **The Prizes:** There will be 1 winning submission per Challenge. There will be a total of 3 winning submissions. Each team member for each winning submission will win 1 x LEGO® Bundle. Depending on the number of team members behind each submission, there will be a total of up to 12 winners. Each team member of a winning submission (each a "winner") will win:
 - a. 2 x LEGO® Build the Change kits for the entrant's school with up to 10,000 bricks, valued at approximately £500; and
 - b. 1 x 3-month subscription to The Day for the entrant's school valid for non-members only.
 - c. Plus, the winning entry will be published on the Promoter's website.
- 8. **Further Prize Details and Conditions:**
 - a. General:
 - i. It is the responsibility of the participant to provide their correct, up-to-date details when entering the Promotion and/or confirming acceptance of the Prize in order for their Prize to be processed. The Promoter cannot be held responsible for winners failing to supply

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accurate information which affects Prize acceptance or delivery of their Prize.

- ii. The Promoter is not liable for any Prizes once distributed/dispatched to a winner and the Promoter will not be responsible for any Prizes not received, broken or lost in transit.
- iii. By participating in the Promotion, entrants agree that the Prize is provided on an "as is" basis, and that the Promoter makes no representations or warranties of any nature with respect to the Prize.
- iv. Any pictures depicting the Prizes on any media including press advertisements, posters or TV commercials are indicative only and the actual Prizes may vary from the depictions. The Promotion does not constitute an endorsement or recommendation of the products or services being offered as Prizes.
- v. The Promoter is not liable for third party products and the Prizes are subject to the Prize manufacturer's terms and conditions.

b. LEGO® Build the Change kit:

- i. The kit consists of:
 - 1. For winners in school: 2 x LEGO® Build the Change Brick Box with up to 10,000 bricks, valued at approx. £500.
 - 2. For homeschool winners: 1 x LEGO® set up to the value of £250.
- ii. Exact details of the Prize are at the Promoter's discretion.

c. LEGO® Build the Change kit and The Day subscription:

- i. In the event 1 or more winners are from the same school, the school will receive 2 Build the Change kits and 1 The Day subscription in total.
- ii. The Day subscription is valid for schools who do not currently have a membership subscription.

9. **Winner Selection:** All valid entries received during the Promotion Period (subject to moderation) will be independently judged by a panel of judges, including an independent party, within 5 working days from the close of the Promotion Period to select 10 shortlisted entries for each Challenge based on the following criteria, as applicable:

a. **Build for Nature Challenge**

- i. Creativity and Innovation: How original and unexpected is the creation? Does it bring nature to busy people in a unique way? (Score out of 5)

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- ii. Environmental Impact: How effectively does the creation support nature and biodiversity? (Score out of 5)
- iii. Feasibility and Practicality: How realistic is the creation? Could it be implemented in a real-world setting? (Score out of 5)
- iv. Presentation and Explanation: How well is the idea presented and explained? Is it easy to understand the concept and its benefits? (Score out of 5)

b. Build for Community Challenge

- i. Empathy and Understanding: How well does the design address the issue of loneliness and promote community connection? (Score out of 5)
- ii. Inclusivity and Accessibility: How well does the design cater to a range of people in the community? (Score out of 5)
- iii. Community Impact: How effectively does the design bring people together and help them feel connected? (Score out of 5)
- iv. Originality and Practicality: How original is the design? Is it a practical and feasible solution for tackling loneliness? (Score out of 5)

c. Build with Empathy Challenge

- i. Empathy and User-Centred Design: How well does the design demonstrate an understanding of the needs and perspectives of different people in the community? (Score out of 5)
- ii. Functionality and Usability: How well does the redesigned space function? Is it easy and enjoyable for everyone to use? (Score out of 5)
- iii. Innovation and Problem-Solving: How creatively and effectively does the design address the challenges of the existing space? (Score out of 5)
- iv. Presentation and Communication: How clearly is the redesigned space presented and explained? Are the design choices justified and well-communicated? (Score out of 5)

The shortlisted entries will be judged by a panel of judges, within 5 working days from entry shortlisting to select 1 winning submission per Challenge based on the same criteria. Each team member who created a winning submission will be deemed a provisional winner.

10. **Winner Notification:** The parent/legal guardian of the provisional winners will be contacted via the email address provided on entry within 5 working days of Winner

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Selection and will be asked to provide evidence of identity and eligibility. Reasonable efforts will be made to contact the provisional winners. Once eligibility has been confirmed, a provisional winner will be confirmed as a winner. If a provisional winner does not respond to the initial contact within 14 days, we reserve the right to disqualify that entrant and award the Prize to a reserve selected in the same manner. Reserve winners may have less time to respond.

11. **Prize Acceptance:** Notification to arrange fulfilment of the Prizes will take place within 28 days of acceptance of the Prizes. In the unlikely event that a winner has not received communication to arrange their Prize, the winner must inform the Promoter by emailing buildthechange@theday.co.uk within a further 28 days. If a winner does not do so, the Promoter reserves the right to not reissue the Prize at its sole discretion.
12. **Moderation:** The Promoter reserves the right to reject entries which, in the reasonable opinion of the Promoter:
 - a. are in breach of the Terms & Conditions;
 - b. contain any content that is offensive, harmful, objectionable or which is otherwise unsuitable for publication including with respect to race, religion, origin or gender, or which could reflect negatively upon the name, reputation or goodwill of the Promoter or any brand partner;
 - c. contains or refers to any unauthorised third-party brand or reference any third-party names, logos and/or trademarks;
 - d. promotes any political agenda; or
 - e. contains any content which has been created by an AI tool or which has been influenced by AI.
13. Provided no objection is received from the parent/legal guardian of the winners, a winners list containing the surname of the parent/legal guardian of the winners will be made available by the Promoter 4 weeks after the close of the Promotion Period, for a period of 8 weeks. It will be available at buildthechange.co.uk/competition. The parents/legal guardians of the winners can object to their details being published during the Winner Notification process. Without prejudice, the Promoter will provide winner information to the Advertising Standards Authority when requested by them.
14. The Promoter may request that the winning entrants participate in publicity arising from the Promotion. Participation is at the discretion of the winning entrants and their parent/legal guardian and is not a condition of Prize Acceptance.
15. The Promoter seeks to run a fair and secure promotion and prevent abuse and cheating. If you enter in a way that is not consistent with these Terms & Conditions, your entry/ies

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(and any of your associated aliases) will be disqualified. Any Prize awarded may be void and recoverable, and the Promoter reserves the right to bar you from entering future promotions for a period of at least six months. For this reason, the Promoter reserves the right at any point to:

- a. Verify the eligibility of entrants and/or provisional winners through multiple means by requesting such information it considers reasonably necessary for this purpose. Entry or a Prize may be withheld until verification is completed.
 - b. Disqualify entries that are not made directly by the individual entering the Promotion.
 - c. Disqualify entries made using anonymous email services such as, but not limited to, GuerillaMail, Dispostable or Mailinator.
 - d. Disqualify bulk entries from individuals, trade, consumer groups or third parties, incomplete entries and entries submitted by macros or other automated means.
 - e. Disqualify entries beyond the maximum allowed, or those using techniques such as 'script', 'brute force', masking identity by manipulating IP addresses, using aliases or identities other than their own or any other means.
 - f. Disqualify entrants who tamper with the entry process.
 - g. Disqualify entries which, in some other way, do not meet the requirements of these Terms & Conditions.
 - h. Cancel, modify or suspend the Promotion should it not be capable of running as planned for reasons including but not limited to tampering, unauthorised intervention, fraud, dishonesty, technical failures, or any other causes beyond the control of the Promoter which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion.
16. The Prizes are not transferable or exchangeable and cannot be redeemed for monetary value or for any other form of compensation. If for any reason a Prize or any element of a Prize is not available, the Promoter reserves the right, at its sole discretion to substitute that Prize or element of the Prize for another of equal or greater value.

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17. No responsibility can be taken for entries which are lost, delayed, corrupted, damaged, misdirected or incomplete or which cannot be delivered for any technical, delivery or other reason. Proof of sending will not be accepted as proof of receipt. The Promoter does not guarantee continuous or secure access to the entry page.
18. The Promoter and its associated agencies and companies are not liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense or damage which is suffered or sustained (whether or not arising from any person's negligence) in connection with this Promotion (JS15185) or accepting or using the/a Prize(s), except for any liability which cannot be excluded by law. Nothing will exclude the Promoter's liability for death or personal injury as a result of its negligence.
19. The Promoter will not be liable for any delay or failure to comply with its obligations for reasons beyond its reasonable control arising from but not limited to Acts of God, global or regional epidemic or pandemic, adverse weather conditions, fire, industrial dispute, war, terrorist activity, hostilities, political unrest, riots, civil commotion, plague or other natural calamities, or any other circumstances.
20. All personal data supplied for this Promotion will be used for the purpose of this Promotion and for research and analytical purposes by the Promoter and/or by any agent appointed by it to assist with running the Promotion and will not be disclosed to an unconnected third party unless your positive consent has been obtained. Your personal data will be handled in accordance with the Promoter's privacy policy, available at: <https://theday.co.uk/privacy-policy-2/>
21. If any part/s of these Terms & Conditions are legally ruled to be invalid, illegal or unenforceable, the remainder will not be affected and will continue in full force and effect.
22. By entering, you will be deemed to have agreed to be bound by these Terms & Conditions.
23. If there is a discrepancy between these Terms & Conditions and those in any promotional material, these Terms & Conditions will prevail.
24. These Terms & Conditions are governed by English law and their interpretation and application will be subject to the non-exclusive jurisdiction of the courts of England and Wales.

Promoter: The Day, 71-75 Shelton Street, Covent Garden, London, WC2H 9JQ.

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