

Your response

Please refer to the sub-questions or prompts in the [annex](#) to our call for evidence.

Question	Your response
Question 1: Please provide a description introducing your organisation, service or interest in Online Safety.	<p><i>Is this response confidential? – N (delete as appropriate)</i></p> <p>The LEGO Group's mission is to inspire and develop the builders of tomorrow through the power of play. The LEGO System in Play, with its foundation in LEGO bricks, allows children and fans to build and rebuild anything they can imagine.</p> <p>The LEGO Group was founded in Billund, Denmark in 1932 by Ole Kirk Kristiansen, its name derived from the two Danish words LEg GOdt, which mean "Play Well". Today, the LEGO Group remains a family-owned company headquartered in Billund, Denmark.</p> <p>At the LEGO Group, whenever we engage with children, we always put their best interests first by respecting and supporting their rights and wellbeing.</p> <p>Throughout the last 90 years, we have worked hard to embed our core values and our belief in the power of learning-through-play in how we design our experiences, committed to ensuring they are safe whether children are engaging in a physical or in a digital experience.</p> <p>Children exhibit unparalleled imagination, creativity and learning potential. Digital experiences are today strongly woven into the fabric of family life in the 21st century shaping how children build relationships, play and learn about the world. Digital technology is present in their most formative stages of life representing both an opportunity and a potential risk to children's rights and wellbeing.</p> <p>We believe that digital technology has tremendous potential to support the development of these skills and children's growth more broadly through quality digital learning through play experiences. That is why digital play has become a cornerstone of our 2032 Brand Vision.</p>

	<p>The LEGO Group provides different online experiences, apps and games, some connected to physical products like Super Mario and others standalone experiences like LEGO Life. Some of our online experiences can be found at LEGO.com for kids – including apps such as LEGO Life, LEGO Vidiyo , LEGO City Explorers, LEGO Super Mario, LEGO Hidden Side, LEGO Duplo Connected Train, LEGO Building Instructions app and games such as LEGO Ninjago, LEGO City Builder, Guardians of the Galaxy, LEGO Friends etc.</p> <p>We also collaborate with partners such as Warner Bros to co-develop videogames, one of the most recent announcements being around LEGO Star Wars The Skywalker Saga launched in April 2022.</p> <p>At the LEGO Group, we have also launched a Digital Empowerment programme for children and families to help them become digitally smarter. All digital and online experiences are free, such as the Doom the Gloom experience for children and allow families and children to learn more about digital safety and digital kindness in a playful, gamified manner.</p>
<p>Question 2: Can you provide any evidence relating to the presence or quantity of illegal content on user-to-user and search services?</p> <p>IMPORTANT: Under this question, we are not seeking links to or copies/screenshots of content that is illegal to hold, such as child sexual abuse. Deliberately viewing such images may be a criminal offence and will be reported to the police.</p>	<p><i>Is this response confidential? – Y (delete as appropriate)</i></p>