



LEGO® Education Master Educator Programme Applicant Guide

Thank you for your interest in applying to be a LEGO® Education Master Educator. We have put together this resource to help support you in the application process. Please read this carefully before applying, applications for the new cohort will open on January 2021.

This Applicant Guide includes:

- Programme overview
- Application process
- Application questions
- A copy of the Master Educator Participation Agreement and Guidelines

Please note that these are for informational purposes only.

If selected, you will be required to review and sign.

Programme Overview

What is the LEGO® Education Master Educator Programme?

The LEGO Education Master Educator Programme, a volunteer ambassador programme, is a community of early learning through secondary educators who use LEGO Education solutions in their classrooms to inspire future generations. Master Educators embody the mission of LEGO Education to inspire and develop the builders of tomorrow by enabling every student to succeed.

They share their hands-on LEGO learning experiences with others and they want to be a part of a like-minded community to learn from one another.

Master Educators are given opportunities to provide valuable feedback to LEGO Education with the intent to advance hands-on learning, to participate in LEGO Education or industry events with the team, to join discussions where they are invited to share best practices, and more!

Who should apply?

We are looking for early learning to secondary school teachers* who currently use LEGO Education solutions in their everyday teaching. They are fully aligned to the mission of LEGO Education and want to share their experiences and expertise with others.

Please note that to avoid a potential conflict of interest, individuals with school or district-wide purchasing or procurement authority are not eligible to participate in the LEGO Education Master Educator Programme. Refer to the Participation Agreement on page 8 for more details.

If accepted into the programme, the applicant has an obligation to check with their school district purchasing policies and affirm in the Participation Agreement that they don't have the authority to make high level purchasing decisions on behalf of his or her school or district.

*This includes teachers, administrators and learning specialists who are actively working in the classroom.

What can I expect as a LEGO® Education Master Educator?

Some of the potential unique opportunities that Master Educators have include:

- Best practice sharing with fellow participants around the world
- Feedback sessions with the LEGO Education team
- Web and online recognition
- A digital Master Educator badge
- Insider news about hands-on LEGO learning programmes and solutions
- Written verification for participating in Professional Development may be provided

What is expected of me as a Master Educator?

Master Educators will be asked to contribute to online sessions with the LEGO Education team to share relevant experiences, provide feedback, and connect with other Master Educators in the programme. Master Educators must be active participants in the digital LEGO Education community.

Please note that Master Educators must meet the above participation requirements to remain in the programme. Master Educators could also be invited to participate in any of the following activities as needed and as willing:

- Raise on-going awareness of LEGO Education in their online and in-person networks
- Be part of the LEGO Education team at events*
- Provide feedback to curriculum, product development and research teams

If selected, applicants will be required to complete the LEGO Education Master Educator Participation Agreement with guidelines for programme participation and may also be subject to a Criminal Background Check.

Please review the Participation Agreement and Master Educator Guidelines beginning on page 8 of this guide before applying.

*subject to availability in the Master Educators' geographic location.

Application Process

In order to be considered for the LEGO® Education Master Educator programme, applicants must submit the following:

- A completed online application
- Curriculum Vitae: Please upload your most current CV in a pdf document (Max of 3 pages) in the online application
- Recent photo: Please upload a photo in the online application that has been taken within the last year that clearly shows your face. Please submit a JPEG file that is 250 MB or less.
If selected, this photo will be used for online recognition as a Master Educator and in the announcement materials
- 2-minute video: Create a video that answers the questions below. Post it somewhere that allows you to create a URL to share it and include the link in your online application.

Selection Criteria

The Master Educators will be selected by a panel appointed by LEGO Education.

Submissions will be judged against the following criteria:

- If you meet the foundational requirements of the programme and accurately complete the application
- How you demonstrate your commitment to and enthusiasm for embodying the mission LEGO Education
- Commitment to teaching and willingness to share and be an active participant in the teaching community
- Innovative and creative teaching practices with LEGO Education solutions that show your dedication to hands-on and engaged learning
- The creativity, professionalism and energy exhibited in the submission

Master Educators will be selected based on a mix of grades, geographic locations and experiences.

Your 2-Minute Video

In your 2-minute video, please address the following questions:

1. How do you embody LEGO® Education's mission to inspire and develop the builders of tomorrow by enabling every student to succeed?
2. How do you use LEGO Education's hands-on solutions to facilitate engaged learning in your classroom?

Video Tips

- Be creative and compelling in your answers!
- Tell your story by providing us with a look into your classroom
- Share specific examples of how you have seen LEGO Education solutions make an impact in your students' learning
- Only include images, video, etc. that you have permission to share
- Be sure to appear in the video or include images of yourself as you narrate the story – in a way that is engaging and not just a “talking head”
- Post your video somewhere that allows you to create a URL to share it with us. You will be asked to include the link as part of your application

Final Application Reminders

- ✓ Please ensure that you have read all application materials carefully before applying
- ✓ Remember that you will need to include the link to your video and upload your Curriculum Vitae and a photo as part of the application process. If selected, this photo will be used for online recognition as a Master Educator and in the announcement materials
- ✓ This application should take approximately 1 hour to complete
- ✓ To learn more, visit our website at www.LEGOeducation.com/MasterEducators

If you have questions or require reasonable accommodations to complete the LEGO Education Master Educator Programme application, please email MasterEducators@LEGO.com and indicate how best we can support you in applying.

Application Questions

APPLICANT INFO

First Name

Last Name

City/Town

County

Postal Code

School Email Address

Mobile Phone Number

Please list your social media handles

(if public) and/or any blogs that you own or regularly contribute to.

SCHOOL INFORMATION

School Name

School Address

City/Town

County

Postal Code

Website

Type of school

- Public
- Private
- Vocational & technical school
- Other: (please specify)

Years of students served (select all that apply)

- Early Childhood
- Years 1-2
- Years 3-6
- Years 7-11
- Years 12-13
- Other: (please specify)

What standards are you teaching to?

LEGO EDUCATION EXPERIENCE & EDUCATIONAL PHILOSOPHY

Why do you want to be a LEGO® Education Master Educator?

VIDEO LINK: Please include the link to your 2-minute application video.

Please provide a brief bio (3-5 sentences maximum).

What LEGO Education solutions have you used?

- | | |
|--|---|
| <input type="checkbox"/> Coding Express | <input type="checkbox"/> STEAM Park |
| <input type="checkbox"/> LEGO MINDSTORMS Education EV3 | <input type="checkbox"/> WeDo 2.0 |
| <input type="checkbox"/> SPIKE Prime | <input type="checkbox"/> Other (please specify) |

Have you coached a *FIRST* LEGO League, *FIRST* LEGO League Jr?

If yes, please include the number of years that you have been involved in coaching.

What impact have you seen on your students' learning using LEGO Education solutions?

What does hands-on learning mean to you and how do you integrate hands-on learning into the classroom?

What is your teaching philosophy?

What do you think is the biggest challenge facing students today, and how are you responding?

EDUCATION BACKGROUND

CURRICULUM VITAE: Please upload your Curriculum Vitae. This will be used to support your application.

PHOTO: Please upload a current photo. If selected, this photo will be used for online recognition as a Master Educator and in the announcement materials.

Job Title

Year(s) you work with

Job description

How long have you been working as a teacher?

Are you a member of other professional teacher networks, ambassador programmes or teacher groups?

(If so, please list them)

Master Educator Participation Agreement and Guidelines

LEGO® Education Master Educator Participation Agreement

This Participation Agreement made and entered into by and between the Parties effective as of this _____ day of _____, 20..

Parties.

The Parties are LEGO System A/S (“LEGO” including “LEGO Education”) and _____ (the “Educator”).

Educator Acknowledgements.

In connection with the Educator’s participation in LEGO Education Master Educator Program, the Educator acknowledges and agrees that:

1. he or she has passed all official checks required to work with children and/or vulnerable people and are eligible to teach in their workplace in their local jurisdiction.
2. he or she must remain eligible to teach without restriction, in their workplace in his or her local jurisdiction in order to participate in the LEGO Education Master Educator Program.
3. he or she will notify appropriate LEGO personnel, within 5 working days, of any change to their official check status which would mean that they were no longer eligible to teach in their workplace in their local jurisdiction.
4. his or her participation in the LEGO Education Master Educator Program will be as a volunteer (including for tax purposes).
5. he or she is not an employee of LEGO or LEGO Education, and he or she will not present, introduce or otherwise hold himself or herself out as an employee of LEGO or LEGO Education.
6. participation in the LEGO Education Master Educator Program does not entitle him or her to future employment with LEGO or LEGO Education.
7. he or she must maintain a clear delineation between his or her teaching role and participation in the LEGO Education Master Educator Program. He or she acknowledges that the LEGO Education Master Educator Participation Agreement and any terms and obligations contained therein apply only to the extent of the Educator’s participation in the LEGO Education Master Educator Program.
8. he or she has obtained any and all authorisations as may be required by his or her workplace and/or any other relevant organisations to participate in the LEGO Education Master Educator Program.
9. he or she will notify appropriate LEGO personnel, within 5 working days, if they are:
 - a. suspended from their teaching post at their workplace; and/or
 - b. subject to any investigation in relation to allegations of harm to, neglect of or abuse of children and/or vulnerable adults; and/or
 - c. subject to any disciplinary investigation by their workplace; and/or
 - d. subject to any investigation and/or action by their regulatory body; and/or
 - e. barred from working with children and/or vulnerable adults in their local jurisdiction and/or subject to a proposal by an appropriate body to bar them from such work.

10. he or she will obtain any and all authorisations as may be required by his or her workplace when participation in the LEGO Education Master Educator Program intersects in any way with his or her teaching role.
11. it is his or her sole responsibility to ensure that his or her participation in the LEGO Education Master Educator Program does not conflict with the local jurisdiction's laws and rules, including relevant Codes of Conduct and Ethics, policies and procedures of his or her workplace and regulatory body, including but not limited to those relating to student confidentiality, participation in research, purchasing, gifts, and conflicts of interest.
12. he or she is not designated as an individual with purchasing or procurement authority for his or her workplace.
13. he or she will act in accordance with the mission of the LEGO Education Master Educator Program, which is to ensure that every student succeeds through playful learning experiences by:
 - I. embodying LEGO Education's mission, values¹, and teaching philosophy;
 - II. acting as volunteer ambassadors for LEGO Education; and
 - III. voluntarily supporting the LEGO Education team by providing feedback and insight.Accordingly, the Educator will:
 - a. participate in online sessions with the LEGO Education team to share relevant experiences, provide feedback, and connect with other leaders in education;
 - b. be an active participant/contributor to the LEGO Education Master Educator Program's online groups, by posting in the group; and
 - c. participate in at least one (1) activity per year, which may include one or more of the following:
 - i. Raise awareness of LEGO Education in his/her networks;
 - ii. Share LEGO Education news and activities on his/her social channels;
 - iii. Serve as volunteer representatives of LEGO Education at select LEGO Education events as may be requested;
 - iv. Provide feedback to LEGO Education's curriculum, product development and/or research teams as willing; or
 - v. Share experiences and opinions relating to LEGO Education products and solutions, including but not limited to in webinars, and/or social media chats, hosted by LEGO Education.
14. he or she confirms that there are no conflicting obligations in relation to Intellectual Property created by the Educators in the course of their participation in the LEGO Education Master Educator Program and that created through their workplace.
15. when using the LEGO name or logo in any online and/or social channels activities as part of their Master Educator role, he or she will not infringe any applicable laws and/or third party intellectual property rights. In the event that such rights are breached, he or she will ensure that such material is removed and will indemnify LEGO for any losses suffered by LEGO in relation to the same.

¹ LEGO's values are: imagination, creativity, fun, learning, caring and quality. A review of the guidelines will be provided to selected applicants upon entering the LEGO Education Master Educator Program.

16. he or she will cease using any LEGO intellectual property in any social media posts or material following termination of the Participation Agreement/cessation of the participant's appointment as an Educator.
17. through participation in the LEGO Education Master Educator Program, the Educator may have access to confidential or sensitive information, materials or documents of LEGO Education (including but not limited to product and curriculum design) ("**Proprietary Information**"), which shall be confidential. LEGO Education shall have sole authority and control over all aspects of its Proprietary Information, and the Educator agrees to and does hereby assign to LEGO Education any rights he or she may have or acquire in such Proprietary Information. At all times, both during the term of this Participation Agreement and after its termination or expiration, the Educator agrees to not acquire any Proprietary Information by improper means, to keep in confidence and trust all Proprietary Information which it may acquire, and to not disclose such Proprietary Information at any time, either orally or in writing or otherwise, in any manner, directly or indirectly, to any person or firm, without LEGO Education's prior written consent. The Master Educator shall use Proprietary Information only to serve the best interests of LEGO Education as contemplated in this Agreement and for no other purpose.
18. in the event the Educator's participation in the LEGO Education Master Educator Program results in certain work product and deliverables by the Educator (together, the "**Work Product**"), such Work Product shall be original work of the Educator capable of being owned by LEGO Education as contemplated herein. The Educator acknowledges and agrees that title to the Work Product shall vest at all times in LEGO Education, and the Educator shall have no ownership rights therein and shall not be granted with any license to the Work Product. The Educator hereby agrees to execute any and all documents necessary to confirm the ownership of LEGO Education to the Work Product.
19. other than in the excluded jurisdiction(s), the Work Product shall be deemed a "work for hire" pursuant to copyright laws; provided that in the event (and to the extent) the Work Product (or any portion thereof), is deemed not to be a work for hire for any reason (or for those jurisdictions, such as Australia, whose copyright laws do not have a concept of "work for hire"), the Educator agrees to and does hereby assign to LEGO Education all right, title and interest in the Work Product. The Educator hereby agrees to execute any and all documents necessary to effectuate such assignment herein.
20. in relation to moral rights in any of the Work Products, he or she genuinely and freely consents to LEGO and its successors in title using the Work Products for the purposes for which they were created and in the ordinary course of LEGO's business without attribution of authorship to him or her and bearing LEGO's name, even if that use would, apart from this clause, infringe her or his moral rights. Such consent is made expressly perpetual and irrevocable. Moral rights in this the Participation Agreement means all present and future rights of integrity of authorship, rights of attribution of authorship, rights not to have authorship falsely attributed and rights of a similar nature conferred by statute anywhere in the world.
21. the Educator hereby agrees to notify LEGO if it becomes aware of any infringement of any intellectual property rights in the Work Product by a third party, or any proceedings commenced or threatened by a third party in relation to the Work Product.

22. he or she will conduct himself or herself in a professional manner, and in accordance with LEGO Education Master Educator Guidelines, which are incorporated herein, throughout his or her participation in the LEGO Education Master Educator Program.
23. LEGO Education may use photographs and/or other media to feature his or her activity or achievement as a Master Educator which may include, but is not limited to, use in the following: press releases; teacher, customer stories and case studies; product catalogues; whitepapers; research papers; Master Educators overview (all Educators involved with the program and their profile description); Master Educator Map showing the location of the Educator's schools with their profiles; within the online community including the Facebook Group and other social media posts; newsletters; internal sharing within LEGO; and campaign materials. By executing this Agreement the Educator hereby grants his or her consent for such use of the image.
24. he or she will communicate with designated LEGO personnel to provide updated information or changes that would impact ongoing participation in the LEGO Education Master Educator Program, including but not limited to, withdrawal from LEGO Educator Master Educator status, changes in name, address, email address, social media handles, and educator status.
25. he or she will be required to participate in any orientation or training regarding LEGO Education guidelines, policies and procedures that LEGO Education determines appropriate to the Educator's participation in the LEGO Education Master Educator Program.

The Educator agrees to comply with this Agreement, and applicable policies, procedures, rules, and regulations of LEGO Education, including but not limited to those outlined herein, and agrees to abide by all applicable local jurisdiction laws and regulations in connection with the Educator's voluntary participation in the LEGO Education Master Educator Program, including but not limited to, the applicable policies and procedures including Codes of Conduct and Ethics, of his or her workplace and regulatory body. The Educator will provide to LEGO Education any documents or information requested in connection with the Educator's compliance with his or her obligations under this Agreement. Subject to applicable laws, LEGO will keep confidential any documents or information so provided that is of a confidential nature.

LEGO Education Master Educator Program Benefits:

LEGO Education will support Master Educators through program participation benefits, which may include:

- Insider news and events
- Access to other educators in the program
- Invitations to LEGO Education events & gatherings
- Online recognition as a LEGO Education Master Educator

LEGO Education follows strict guidelines on what it can or will provide to the Educator. Specifically, an Educator may not receive from LEGO Education any LEGO products, or other items which exceed the gift amount in their local jurisdiction.

Master Educator Status.

By entering into this Agreement, LEGO Education and the Educator do not intend that the Educator is an employee of LEGO or LEGO Education for any purpose, and the Educator shall not be entitled to any employee benefits, workers' compensation, unemployment compensation, disability benefits, or other rights normally afforded to an employee of LEGO or LEGO Education.

Compensation.

The Educator acknowledges and agrees that the Educator's participation in the LEGO Education Master Educator Program is voluntary (including for tax purposes), and that no wages will be paid by LEGO or LEGO Education to the Educator for his/her participation in the LEGO Education Master Educator Program. Notwithstanding the foregoing, when the Educator attends LEGO Education-approved and LEGO Education-managed events, LEGO Education shall reimburse the Educator for the reasonable costs of travel, accommodations and meals during such attendance except in the excluded expenses jurisdictions. The Educator may also receive select LEGO products in exchange for his or her participation in the LEGO Education Master Educator Program. The Educator acknowledges and agrees that he or she will not receive from LEGO Education any LEGO products, or other items which exceed the gift amount in their local jurisdiction. The Educator acknowledges and agrees that prior to accepting any incentives, gifts or other products/items from LEGO Education, he or she will confirm that acceptance of such gifts are permitted by local jurisdiction laws and rules and/or such policies and/or codes from their workplace and/or any relevant regulatory body and that there is no conflict of interest in accepting them. The taxable consequences of such reimbursements and such products shall be the sole responsibility of the Educator, who is advised to consult his or her tax advisors.

Non-Discrimination.

LEGO Education and the Educator agree that in the performance of this Participation Agreement, there will be no discrimination against or harassment of Educators, LEGO personnel, or other persons on the basis of race, colour, sex, religion, creed, age, national origin, gender identity or expression, sexual orientation, disability, or other status protected by applicable law.

Termination.

The Educator may withdraw from the LEGO Education Master Educator Program at any time.

The Educator acknowledges that LEGO may remove the Educator from participation in the LEGO Education Master Educator Program at any time and for any reason, including but not limited to:

- a. failure of the Educator to comply with applicable LEGO Education policies, procedures, guidelines and applicable laws, or to act consistent with LEGO's values or guidelines; and/or
- b. failure of the Educator to properly engage with the LEGO Education Master Educator Program including but not limited to, engagement as set out in clause 13 above; and/or
- c. failure of the Educator to remain eligible to teach without restriction, in their workplace, in their local jurisdiction whether on a permanent or interim basis; and/or

- d. receipt of information that indicates that the Educator:
 - i. no longer has a valid official check status; and/or
 - ii. has been suspended from their workplace, and/or is subject to a disciplinary investigation and/or any investigation in relation to allegations of harm to, neglect of or abuse of children and/or vulnerable adults; and/or
 - iii. has been barred from working with children in their local jurisdiction and/or a proposal to bar them has been made by the appropriate body; and/or
- e. conduct determined to be detrimental to LEGO Education's operations or otherwise unsatisfactory as deemed by LEGO Education.

Following termination of the Educator's participation in the LEGO Education Master Educator Program as set out in this section, the Educator will cease using any LEGO intellectual property in any social media posts or material.

Jurisdiction and Venue.

This Agreement shall be governed by the laws of Denmark, and any legal action concerning the provisions hereof shall be brought in the courts of Denmark or in the jurisdiction whereby the Educator participated in the LEGO Education Master Educator Program.

Term.

This agreement will be in effect from the date that it is signed and will terminate on _____.

Entire Agreement.

This Agreement constitutes the entire agreement between the Educator and LEGO Education and supersedes any previous contracts, understandings, or agreements of the parties, whether oral or written, concerning the subject matter of this Agreement.

For Russia, the present agreement shall not be construed as a partnership, labour, agency and/or works (services) contract. Under no circumstances, the Educator shall be deemed as a person authorised by LEGO to act on its behalf as a seller (supplier) of products, works or services, including the advertising or promotion activity, on the territory of the Russian Federation, as well as to commit any other actions which may result in the creation of the permanent establishment for LEGO in Russia pursuant to this Agreement.

Severability.

In the event that any provision of this Participation Agreement is held unenforceable for any reason, the remaining provisions of this Participation Agreement shall remain in full force and effect.

Data Protection.

LEGO Education may collect personal information provided by Master Educators as part of the LEGO Master Educator Program. LEGO Education will comply with its obligations under, as applicable, (a) the General Data Protection Regulation (EU) 2016/679; (b) the Data Protection Act 2018; (c) the Privacy and Electronic Communications (EC Directive) Regulations 2003; and (d) any laws or regulations amending, supplementing, replacing or implementing law or regulations similar to any of (a), (b) or (c) (together the “Data Protection Legislation”) when dealing with any Personal Data (as defined in the Data Protection Legislation) disclosed to or collected by LEGO Education in the course of the Educator’s participation in the LEGO Education Master Educator Program. Further information on LEGO Education’s collection and use of Personal Data, and the Educator’s rights under Data Protection Legislation are set out in LEGO Education’s Privacy Policy, available at <https://www.lego.com/en-gb/legal/notices-and-policies/privacy-policy>. This information may be provided to LEGO re-sellers in the UK or used for other marketing purposes in accordance with the terms of the LEGO Education Privacy Policy. LEGO may use and process this information in the United States of America or the European Union. Such collection, use and processing of the Educator’s Personal Data in this manner is necessary for their participation in the LEGO Master Educator Program.

EDUCATOR

Date

Signature

Print Name

LEGO EDUCATION

Date

Signature of Authorised Representative

Print Name

Title

Data Protection.

LEGO Education may collect personal information provided by Master Educators as part of the LEGO Master Educator Program. LEGO Education will comply with the *Privacy Act 1988* (Cth) when dealing with any Personal Information (as defined in the *Privacy Act 1988* (Cth)) disclosed to or collected by LEGO Education in the course of the Educator's participation in the LEGO Education Master Educator Program. If LEGO is unable to collect the Personal Information of the Educator, then the Educator may not be able to participate in the LEGO Education Master Educator Program. Further information on LEGO Education's collection and use of personal information is set out in LEGO Education's Privacy Policy, available at <https://www.lego.com/en-au/legal/notices-and-policies/privacy-policy/>. This information may be provided to LEGO re-sellers in Australia or used for other marketing purposes in accordance with the terms of the LEGO Education Privacy Policy. LEGO may use and process this information in the United States of America, Denmark or other countries of the European Union. By participating in the LEGO Master Educator Program, Master Educators consent to the collection, use and processing of personal information in this manner. The Privacy Policy also contains information about how a Master Educator can (i) access or correct the Personal Information LEGO Education holds about them; (ii) make a privacy complaint; and (iii) how LEGO Education will deal with a privacy complaint. The Master Educators can contact LEGO Education at privacy.officer@LEGO.com

EDUCATOR

Date

Signature

Print Name

LEGO EDUCATION

Date

Signature of Authorised Representative

Print Name

Title

CONSENT to processing of personal data

I, _____ passport series _____ No. _____,
(name, surname, patronymic)

issued by: _____ on _____,

Registered at the following address: _____,

being a participant in LEGO Education Master Educator Program of LEGO Education North America Limited (the “**Controller**”) registered at: LEGO System A/S, Aastvej 1, 7190 Billund, Denmark, hereby grant my consent to both automatic and non-automatic processing of my personal data by the Controller with the following purposes:

- participation in LEGO Education Master Educator Program;
- performance of LEGO Education Master Educator Participation Agreement.

I hereby grant consent to processing of the personal data listed below:

- last name, first name, patronymic;
- gender, age;
- year, month, date and place of birth;
- passport details;
- registered and residence addresses;
- contact details (phone number (home, mobile), e-mail address);
- information from the documents on education, qualification, professional trainings, data on raising of qualification;
- information about employment, including experience;
- information about education methods and skills;
- data on professional and other personal qualifications of evaluative nature;
- information in relation to any criminal and child abuse/neglect background checks;
- other information provided in application.

I hereby grant the consent to the following methods of personal data processing: collection, recording, systematizing, accumulating, storing, updating (renewing and altering), retrieving, using, transfer (disseminating, providing and accessing), including cross-border transfer, depersonalising, blocking, deleting and destroying.

I hereby grant the consent for cross-border transfer of my personal data to the following countries: EU countries, USA.

I also consent to my personal data to be processed by the following processor on behalf of the Controller: local LEGO re-sellers, other LEGO legal entities, and LEGO marketing agencies namely:

- LEGO System A/S, Aastvej 1, 7190 Billund, Denmark
- LEGO® Brand Retail, Inc. D/B/A LEGO Education North America, 501 Boylston Street Boston, MA 02116, United States
- LEGO Company Limited, 8-10 New Fetter Lane, London, EC4A 1AZ, United Kingdom
- WE Communications, 225 108th Avenue NE, Suite 600 Bellevue , WA 98004-5737, Phone: +1 425 638 7000 <https://www.we-worldwide.com/>

This consent is valid from the moment of its execution and until the moment when the purposes of processing are achieved, and may be revoked by sending a written notice to the Controller.

I am informed that if this consent is revoked the Controller can continue personal data processing on other legal grounds, e.g. for the performance of agreement.

[FULL NAME]

Date

LEGO® Education Master Educator Guidelines

1. LEGO® Education Master Educators (“Master Educators”) are not employees of LEGO and/or LEGO Education. A Master Educator will not present, introduce or otherwise hold himself or herself out as an employee of LEGO or LEGO Education.
2. The purpose and role of Master Educators is to share their own personal experiences of using LEGO Education solutions in their classrooms. It is not to act on behalf of or represent LEGO Education, or to provide training or other services, or to market LEGO Education solutions.
3. Master Educators must maintain active teaching certification to be eligible for participation in the LEGO Education Master Educator Program.
4. Master Educators might be subject to a criminal and child abuse/neglect background check in order to participate in the LEGO Education Master Educator Program and must have been subject to a criminal and child abuse/neglect background check as a condition of employment with the Master Educator’s school district.
5. Master Educators designated as individuals with purchasing authority in their school or school district are not eligible to participate in the LEGO Education Master Educator Program.
6. Master Educators may not serve in a dual role of LEGO Education trainer and/or contractor and as a LEGO Education Master Educator.
7. Master Educators may leave the LEGO Education Master Educator Program at any time. LEGO Education may terminate a Master Educator’s participation in the program at any time. At the end of each year, participants will be asked to reflect on their involvement and if they would like to remain active in the program. Master Educators will be asked to sign a new agreement each calendar year.

Relationship with School District

8. Master Educators must review their pertinent employment contracts, collective bargaining agreements and school policies to ensure their participation in the program does not conflict with their obligations as a teacher.

9. Master Educators should consult with their Superintendent of Schools and Building Principal to determine whether LEGO Education Master Educator Program activities constitute professional development in accordance with procedures established by their specific states and/or school districts. If such activities are approved by the School District for professional development credit, LEGO Education may provide a letter to the District acknowledging the teacher's participation in such activities.
10. Master Educators are responsible for obtaining any and all necessary authorizations as may be required by his or her school district when participation in the LEGO Education Master Educator Program intersects in any way with his or her teaching role.
11. Master Educators may not use their school district's network or social media accounts to promote the LEGO Education Master Educator Program, or LEGO Education in general, without specific written permission to do so from the school district's Superintendent of Schools and building principal.
12. Master Educators may not promote the LEGO Education Master Educator Program while simultaneously promoting his or her school/school district without specific written consent to do so from his or her Superintendent of Schools and building principal.
13. Master Educators may not disclose personally identifiable student information during their participation in the LEGO Education Master Educator Program, except as may be permitted and authorized by applicable school district policies and state and federal laws. Master Educators will obtain necessary authorizations from parents/guardians when students are involved in LEGO Education Master Educator Program activities.

Conflicts of interest

14. Master Educators may not use his or her role as a Master Educator for personal financial gain.
15. With limited exceptions, such as LEGO Education Master Educator Program incentives and reimbursements for LEGO Education-sponsored and approved expenditures, Master Educators may not accept or receive, directly or indirectly, any money or gift of value, or any promise or contract for future reward or compensation as a result of his or her participation in the LEGO Education Master Educator program. The Educator acknowledges and agrees that he or she will not receive from LEGO Education any LEGO products, or other items costing more than \$15.00, and that during any calendar year, the total amount of all such items provided to the Educator may not exceed \$50.00.

Prior to accepting any incentives, gifts or other products/items from LEGO Education, Master Educators will review their school district policies to confirm that acceptance of such gifts are permitted by such policies.

16. Master Educators may not transfer LEGO Education Master Educator Program incentives to another individual or sell LEGO Education products for profit.
17. If there is any doubt as to whether a conflict of interest may exist, Master Educators must contact LEGO Education to ask for advice or clarification.
18. Master Educators cannot enter any contests, raffles, or sweepstakes run by LEGO Education.

Communications

19. Master Educators may share LEGO Education news and activities on their personal online and social media channels. (e.g., newsletters, blogs, websites, Twitter, Facebook, Instagram, LinkedIn, Pinterest, etc.)
20. Master Educators must identify themselves as a LEGO Education Master Educator when entering a discussion on or writing about LEGO or LEGO Education-related topics. Master Educators are given talking points for identifying themselves as a LEGO Education Master Educator.
21. Master Educators need to identify thoughts shared as their own. For example, they need to include a disclaimer on personal online and social media channels such as “The thoughts shared here are my own and don’t necessarily reflect the views of LEGO Education.”
22. Master Educators should not disclose confidential, proprietary information about LEGO or LEGO Education on social media.
23. If Master Educators intend to use their school name or logo in these communications, Master Educators must express permission from their Superintendent and building principal to do so. If using the school website or network, Master Educators must get express permission from their Superintendent of Schools and building principal to do so.
24. Master Educators must refrain from using their school district’s social media accounts without specific permission from their Superintendent of Schools and building principal.
25. Master Educators may not engage in social media use that is harassing or discriminatory in nature.

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