

## THINK BIG COMMUNITY CHALLENGE - UK

### Participant Terms and Conditions

1. Thank you for your interest in the Think Big Community Challenge (the "Event"). The Event is a 12-week event sponsored by Amazon Web Services, Inc. ("Amazon") and hosted in collaboration with our event partners including Creative Hut for Education, Wildlife Design Inc. and Brooks Sports, Inc ("Event Partners" and together with Amazon, "we", "our" or "us"). The Event is designed to teach creativity, digital and artificial intelligence ("AI") skills and sustainability business principles to students from numerous countries at eligible schools within Amazon's Think Big Spaces network. The Event program will include a flexible curriculum that can be completed in 4 to 6 weeks and a competition to design a hypothetical sneaker line with recycled materials using an education application. The Event details set out in Attachment 1 ("Event Details") contain further information and terms governing the Event.
2. By signing this document, you acknowledge and agree to these Participant Terms and Conditions for the Event as provided below, including the Attachments (the "Terms"). Please read these Terms carefully. If you are over 18 years old and participating in the Event "you" refers to yourself in your individual capacity. If you are a parent or legal guardian accepting on behalf of a person under the age of 18 participating in the Event (hereinafter referred to as "Child Participant"), then references to "you" means you on behalf of your Child Participant, where applicable, or your Child Participant in instances when discussing actions of Teams or Team Members (each as defined in Attachment 1 – Event Details).
3. You acknowledge that participation in the Event may require use of software, tools, and other materials provided by Amazon, Event Partners, TBS Institutes (as defined in Attachment 1 – Event Details), and other third parties, which may be subject to separate license terms, usage restrictions, and other terms and conditions.

### Event Parent Authorization

4. For any Child Participant, the parent or legal guardian of such Child Participant must give their approval for his or her participation in the Event. By signing this document at the end of these Terms, you acknowledge and agree to the Terms herein and consent to your child's participation in the Event.

### Confidentiality

5. You agree not to disclose, copy, use, or directly or indirectly offer for sale any Confidential Information disclosed by Amazon or an Event Partner during the Event except for the sole purpose of participating in the Event. "Confidential Information" includes all information, material or data (regardless of the form of disclosure or the medium used to store or represent it, and whether or not any document has been marked as confidential, proprietary, or otherwise), in any form, whether tangible or not, disclosed or communicated or made available, whether directly or indirectly, by Amazon or an Event Partner to you, or learned or accessed by you, or to which you are exposed as a result of participating in the Event or otherwise through engagement with us.

### General Conditions and Release of Liability

6. To the extent allowed by law, you agree to release and hold harmless Amazon and its subsidiaries, affiliates, employees, agents and Event Partners from: (a) any and all liability or any injury, loss, or damage of any kind arising in connection with this Event, including but not limited to: (i) your physical attendance at an Amazon Think Big Space; (ii) as a result of the Prizes (as defined in Attachment 1 – Event Details) won; and (b) any and all claims that you may have now or in the future associated with the Event or the Items, including without limitation claims arising from rights of publicity, privacy, or any Intellectual Property Rights. "Items" means all still photographs and all audio, film and video recordings that Amazon, any participating school, the Event Partners, or their independent contractors make of you, your voice, image or likeness in connection with the Event, including the right to use your, image, likeness and biographical information and any intellectual property rights subsisting in them. "Intellectual Property Rights" means all industrial and/or intellectual property rights, and includes (a) any patents, utility models, copyrights (including future copyright), registered or unregistered trademarks or service marks, trade names, brand names, layout-design rights, registered designs, and commercial names and designations; (b) any invention,

discovery, trade secret, know how, or confidential, business, scientific, technical or product information; (c) any other rights resulting from intellectual activity in the commercial, industrial, scientific, literary, and artistic fields and whether dealing with manufactured products or services; (d) any letters patent, deed of grant, certificate or document of title for anything referred to in paragraphs (a), (b) or (c) of this definition; and (e) any other proprietary right and applications for, and rights to apply for, registration of any of these things referred to in paragraphs (a), (b) or (c) of this definition.

7. It is a condition of these Terms that you have signed the release documents provided to you by the relevant participating school (the "Release") before you participate in any Event. The Release is set out in Attachment 2.
8. We reserve the right to cancel, change, or suspend this Event for any reason, including technology failure, catastrophe, war, or any other unforeseen or unexpected event that unduly affects the Event.

#### **No Injunctive Relief**

9. You acknowledge and agree that you will not be entitled to any injunctive or other equitable relief in connection with the Items or your participation in the Event.

#### **Choice of Law**

10. These Terms will be governed by and construed in accordance with the laws of the State of Washington, USA, without regard to the conflict of laws provisions thereof or other principles which might result in the application of any law other than the State of Washington.

#### **Entire Agreement**

11. This is the entire agreement between you and us with respect to the subject matter hereof and supersedes any previous or contemporaneous oral or written agreements regarding such subject matter.
12. In the event of any conflict or inconsistency between the Terms, the highest or best standards or the term imposing the greater responsibility (as the case may be), will prevail
13. If any court of competent jurisdiction finds any part of these Terms to be invalid or unenforceable, then that part will be deemed modified to the extent necessary in order to render it valid and enforceable. If it cannot be so saved, it will be severed, and the remaining parts will remain in full force and effect.
14. THESE TERMS PROVIDE US WITH YOUR ABSOLUTE AND UNCONDITIONAL CONSENT, WAIVER, AND RELEASE OF LIABILITY, ALLOWING US TO USE YOUR NAME, LIKENESS, AND OTHER PERSONAL CHARACTERISTICS AND PRIVATE INFORMATION AND THE ITEMS FOR THE LIMITED PURPOSES SET OUT HEREIN. BY SIGNING, YOU ACKNOWLEDGE AND AGREE THAT YOU HAVE READ AND UNDERSTOOD ALL OF THE TERMS OF THESE TERMS AND THAT YOU ARE WAIVING ALL RIGHTS TO PURSUE US WITH RESPECT TO OR IN CONNECTION WITH THE EVENT.

*[Signatures on next page]*

**I represent and warrant that: (i) I am authorized to make all of the representations and warranties made herein; OR (ii) I am the legal guardian of a person under the age of 18 who is participating in the Event and have legal right to make all of the representations and warranties made herein on his or her behalf.**

*(Please check the box that applies and sign and date the corresponding parts as applicable)*

- **I am over the age of 18 participating in the Event and, by signing below, hereby consent and agree to these Terms.**

**NAME**.....

**SIGNATURE**.....

**DATE**.....

- **I am the legal guardian of a person under the age of 18 who is participating in the Event and have the legal right to consent and agree to these Terms on his or her behalf and, by signing below, hereby do so.**

**NAME OF CHILD PARTICIPANT**.....

**NAME OF PARENT/GUARDIAN**.....

**SIGNATURE**.....

**DATE**.....

## **Attachment 1 – Event Details**

### **Eligibility and How to Enter**

1. The Event is an in-person event open to students from schools in which an Amazon Think Big Space or an Amazon Think Big Workshop operates (each such school a “TBS Institute”). The Event will take place over a 12-week period between May 2026 - October 2026 during which participating students will: (a) complete a flexible program curriculum that can be completed in 20 classroom hours over a 4 to 6 week period during which participating students will learn creativity, digital and AI skills, and sustainable business principles (such as waste reduction, product lifecycle management, recycling programs, and sustainability material sourcing); and (b) participate in a competition to design a hypothetical sneaker line with recycled materials using a generative AI education application.
2. To enter, each TBS Institute may register a maximum of twenty (20) team(s) prior to August 14, 2026, consisting of the following individuals (together a “Team”): (a) a minimum of two (2) and up to five (5) students from the same TBS Institute between the ages of 13 and 16 (each such individual student a “Student Participant”); and (b) one teacher or faculty staff member of the TBS Institute to act as a team mentor. All registrations shall be made via the Event pre-registration page available at <https://www.amazonthinkbigexperience.com/communitychallenge>.
3. Each Team will complete the program curriculum provided.
4. Each TBS Institute may enter one submission prior to October 9, 2026 into the Event, which will include a presentation, and supporting documentation aligned with the detailed Event guidelines available at <https://www.amazonthinkbigexperience.com/communitychallenge> (an “Entry”). Event submissions must be the original work of the Team and must be solely created by students without getting any third party’s help or using any third-party or Amazon intellectual property or involving any third-party or Amazon Intellectual Property Rights, excluding any Intellectual Property Rights in any software, tools or other materials provided by Amazon, Event Partners or TBS Institutes for the purposes of the Event only. Submissions must not contain, as determined by us in our sole and absolute discretion, any content that is obscene or offensive, violent, defamatory, disparaging, or illegal. No teacher or Team mentor can be involved in the creative process and will not hold any rights to the works or Entries.
5. We reserve the right to reject any Entry or any individual from the Event in our sole and absolute discretion.

### **Winner Selection and Prizes**

6. A panel of judges appointed by us will review all eligible Entries pursuant to the judging criteria and scoring rubric below:
  1. Materials & Design Choices – 30 points
  2. Trend & community fit (local area links & design trends) – 20 points
  3. Use of Amazon GenAI & prompt Engineering – 30 points
  4. Presentation & Creativity (Showcase) – 20 points
7. The top 10 Entries as decided by us and our judging panel in our sole discretion (“Shortlisted Teams”) will be announced via the Event website following the judging process around October 2026. We will also notify the TBS Institutes of the Shortlisted Teams.
8. One winning Team will be selected from the Shortlisted Teams by us and the judging panel around November 2026.
9. All Student Participants from the winning Team will be offered: (a) the opportunity to experience demonstrations on Amazon technologies, get hands on training, and meet our leaders and the Event Partners teams; and (b) a pair of custom sneakers produced from the winning Team’s Entry (together, the “Prizes”).

10. Prizes are non-transferable, there will be no substitutions or cash redemptions. You acknowledge that Prizes may be provided by third parties over which we have no control. If the Prizes are unavailable or impracticable to provide for any reason, we will use reasonable endeavors to offer a substitute Prize.
11. The offer of Prizes is subject to the express requirement that the potential recipients of the Prize submit to Amazon all information or documents, including executing additional agreements or waivers reasonably requested by us to permit us to (a) administer the Prizes; and (b) comply with all applicable laws and regulations, including tax reporting requirements in the respective jurisdiction of the potential recipient (the "Prize Documents").
12. Refusal by any potential recipient or their parent or legal guardian to submit or complete any Prize Documents within the timeframe designated by us will result in such person forfeiting the Prizes, leaving them unclaimed.
13. Provided all Prize Documents are completed and submitted, Amazon and Event Partners shall be responsible for the payment of any and all taxes, duties, or levies imposed by any governmental authority in connection with the Prizes awarded to Student Participants from the winning Team. Student Participants shall have no obligation to pay any such taxes, duties, or levies related to the Prizes.

## **Attachment 2 - Event Release**

### **THINK BIG COMMUNITY CHALLENGE - UK**

#### **Participant Event Release**

1. This Release between you and \_\_\_\_\_ (the "School"), Amazon Web Services, Inc. ("Amazon") and Creative Hut for Education, Wildlife Design Inc. and Brooks Sports, Inc (together the "Event Partners"), is made and entered into as of the date signed by you below. For the purposes of this Release references to "you" shall be interpreted to mean: (a) if you are a parent or legal guardian of a person under the age of 18 participating in the Think Big Community Challenge (the "Event" and such participant a "Child Participant") consenting on behalf of such Child Participant, the Child Participant; (b) if you are a parent or legal guardian of a Child Participant who will also be attending the Event, both yourself in your individual capacity and the Child Participant; and (c) in all other circumstances "you" shall mean the signatory of this Release.

#### **Photo and Video Release**

2. You acknowledge and agree that this Event may be photographed and filmed. You authorize the use of your voice, image or likeness in film, video or photography for internal and external promotional or marketing purposes ("Event Media") for the School, Amazon and its Event Partners and any affiliates of Amazon or its Event Partners. Amazon and its Event Partners may also use Event Media to provide feedback for future events and programming and for compliance purposes. While we expect third parties to abide by Amazon's standards of conduct, please note that the School, Amazon and Event Partners cannot control or monitor what such third parties ultimately do with Event Media, and the School and subject to applicable laws Amazon and Event Partners disclaim all responsibility in that regard. The attached Privacy Policy in Attachment A describes Amazon's policies and practices around personal information protection, to the extent it collects, uses or otherwise processes your personal information in relation to your participation in the Event. By signing this Release below, to extent permitted under applicable law, you consent to the collection, use or processing of your personal information in accordance with the Privacy Policy.

#### **Intellectual Property**

3. In consideration for the opportunity to participate in the Event, you, on your own behalf and; where you are the parent or legal guardian of a Child Participant, on behalf of such Child Participant; grant to each of the School, Amazon, its affiliates, group companies, agents, employees, assigns, Event Partners, and any other third parties Amazon, the School or the Event Partners may designate, an irrevocable, nonexclusive, perpetual, royalty-free, worldwide, and sub-licensable right and license to reproduce, edit, adapt, publish, display, distribute, translate, publicize, advertise, or otherwise promote in any media, including Event Media, or by any other means:
  - (a) all or any part of the following items: all still photographs and all audio, film and video recordings that the School, Amazon, the Event Partners, or their independent contractors make of you, your voice, image or likeness in connection with the Event, including the right to use your, image, likeness and biographical information and any Intellectual Property Rights (defined below) subsisting in them ("Items"); and
  - (b) all or part of any submission made for the purposes of the Event, including any video, presentation, business plan, and supporting documentation (an "Entry") and Entry Materials (defined below) and any Intellectual Property Rights subsisting in them,

for any purpose connected with the Event, including but not limited to publicity, advertising, and promotional purposes relating to or referencing the Event.

4. Any materials, including but not limited to documentation, presentation materials, data, concepts, and ideas submitted by you or a Child Participant, as part of your Schools registered team participating in the Event pursuant to the Event details and rules made available by Amazon or Event Partners from time to time (a "Team" and each member of such Team a "Team Member") (collectively, the "Entry Materials"), together with any Intellectual Property Rights which subsist in them, shall remain the property of the Team Member(s) who created them (excluding any teachers).

5. You acknowledge and agree that all Entry Materials submitted or presented by you in connection with the Event do not contain Intellectual Property Rights of any other person or entity.
6. To the extent you are part of the winning Team in the Event, in consideration for the opportunity to participate in the Event, you hereby grant to the School, Amazon, its affiliates, group companies, agents, employees, assigns, Event Partners, and any other third parties Amazon may designate, an irrevocable, nonexclusive, perpetual, royalty-free, worldwide, and sub-licensable right and license to use, modify, adapt, develop, discuss, distribute, publicize, market and/or create derivative works with and otherwise exploit your Entry and Entry Materials and any Intellectual Property Rights subsisting in them for the purpose of manufacturing, marketing, and promoting the design(s) and/or Entry of the winning Team.
7. In connection with the licenses granted under this Release, you waive any and all claims against the School, Amazon, its affiliates, group companies, agents, employees, assigns, Event Partners, or any other third parties the School, Amazon or Event Partners may designate, including their respective affiliates or group companies, or anyone else participating in the Event, to the extent permitted by law, arising from or relating to the use, exploitation, or disclosure of the Entry and Entry Materials.
8. Any Intellectual Property Rights of the School, Amazon or Event Partners, including any software, data, material, Application Program Interface (API), and other tools provided by Amazon or Event Partners during the Event (the "Provided Tools") shall remain the sole property of the respective party providing the Provided Tools. You shall not have any rights in the Provided Tools. You agree that you, through participation in the Event and through this Release, have not acquired any right to any Intellectual Property Rights belonging to Amazon or any of its Event Partners, in any manner or in any format.
9. In this Release, "Intellectual Property Rights" means all industrial and/or intellectual property rights, and includes (a) any patents, utility models, copyrights (including future copyright), registered or unregistered trademarks or service marks, trade names, brand names, layout-design rights, registered designs, and commercial names and designations; (b) any invention, discovery, trade secret, know how, or confidential, business, scientific, technical or product information; (c) any other rights resulting from intellectual activity in the commercial, industrial, scientific, literary, and artistic fields and whether dealing with manufactured products or services; (d) any letters patent, deed of grant, certificate or document of title for anything referred to in paragraphs (a), (b) or (c) of this definition; and (e) any other proprietary right and applications for, and rights to apply for, registration of any of these things referred to in paragraphs (a), (b) or (c) of this definition.

#### **No Compensation for Use of Items**

10. You acknowledge and agree that the School and Amazon will not compensate you or your successors, licensees or assigns for any use of the Items or any accompanying identifying characteristics. You acknowledge and agree that the Items may be edited in Amazon's sole discretion and you waive any right to inspect and/or approve any use of the Items. You also understand that Amazon is not obligated to promote or use the Items in any form. You agree that you, through participation in the Event and through this Release, have acquired no rights in the Intellectual Property Rights of the School, Amazon, Event Partners or any third party, including but not limited to the right to use any Amazon or Event Partner trademark, copyrighted material or other intellectual property, in any manner or in any format.

[Signatures on next page]

**I represent and warrant that: (a) I am authorized to consent and agree to this Participant Event Release; OR (b) I am the legal guardian of a person under the age of 18 who is participating in the Event and have the legal right to consent and agree to this Participant Event Release on his or her behalf.**

*(Please check the box that applies and sign and date the corresponding parts as applicable)*

- **I am over the age of 18 participating in the Event and hereby consent and agree to this Release**

**NAME**.....

**SIGNATURE**.....

**DATE**.....

- **I am the legal guardian of a person under the age of 18 who is participating in the Event and have the legal right to consent and agree to this Release on his or her behalf and, by signing below, hereby do so.**

**NAME OF CHILD PARTICIPANT**.....

**NAME OF PARENT/GUARDIAN**.....

**SIGNATURE**.....

**DATE**.....

**Attachment A to the Participant Event Release - Privacy Policy**

**To the extent that Amazon collects, discloses, uses or otherwise processes any personal information of any participants in the Event, the following privacy policy applies.**

1. Amazon Web Services, Inc. (“Amazon”, “we”, “our” or “us”) is committed to protecting the privacy of any participants in the Event, and any parents or legal guardians of any participants in the Event: it’s the foundation for a safe and trusted community. This privacy policy outlines what information we collect from participants in the Event, how we use that information, and what choices individuals have regarding how and whether we can use their information. Since the Event is a learning and educational environment for children under the age of 18 (“Child Participants”), we take additional measures to safeguard Child Participant's privacy. Amazon will handle personal information as described in this Privacy Policy.
2. This privacy policy explains our personal information collection, disclosure, parental consent practices and parental choice procedures with respect to information provided in relation to Child Participants and other information processing whether in respect of any Child Participant, any parent or legal guardian of any Child Participant or a participant of the Event over the age of 18 (together “Adult Participants”). Adult Participants and Child Participants are referred to together as “Participants” for the purposes of this privacy policy.

This policy is in accordance with the U.S. Children’s Online Privacy Protection Act (“COPPA”) and outlines our practices in the United States regarding Child Participant's personal information. For more information about COPPA and general tips about protecting children’s online privacy, please visit <https://www.consumer.ftc.gov/articles/0031-protecting-your-childs-privacy-online>. Where applicable, in addition to COPPA, this privacy policy also addresses the information we need to provide to any Participant under the General Data Protection Regulation (“GDPR”) and other similar international privacy laws. For the purposes of GDPR and other similar international privacy laws, Amazon Web Services, Inc. will be the “controller” (or equivalent term under similar international privacy laws) of personal information collected in respect of any Participant at the Event. If you are located in the United Kingdom, our appointed UK representative for the purposes of the UK GDPR is Amazon Web Services EMEA Sarl (UK Branch), at 1 Principal Place, Worship Street, London, UK, EC2A 2FA, which may be contacted at <https://amazon.com/gp/help/customer/contact-us/>.

3. **How personal information may be collected:** Information may be collected directly from Participants in relation to the Event. Before and during the Event, Amazon may collect information about Child Participants indirectly, from their schools, and any Adult Participants including parents or legal guardians, who may provide us with limited information for their Child Participant for purposes set out in paragraph 6 below. In addition, Child Participants and other Adult Participants may share information about themselves during the Event. The Event involves Participants engaging in online meetings in which video images and audio of the Child Participants and other Adult Participants may be recorded. Child Participants and other Adult Participants may also share personal information about themselves during the Event session voluntarily. Amazon expects all Participants to abide by our standards of conduct.
4. **Event Recordings:** As described above, video of Participants during Event sessions may be recorded by Amazon, or by schools and Event organisers (“Event Recordings”). Amazon handles Event Recordings in accordance with this privacy policy. For information about how schools and Event organisers handle Event Recordings, please refer to those schools' or organisers' privacy policies.
5. **Purposes, Categories of Personal Information and Lawful Bases:** Amazon collects and processes personal information in connection with the Event as set out in the following table.

<b>Purpose of processing your personal information</b>	<b>Categories of personal information</b>	<b>Lawful basis for processing your personal information</b>
Administering the Event and your Event participation, including receiving, managing and judging competition submissions	<u>Child Participants</u> <ul style="list-style-type: none"> <li>● Name</li> <li>● Email address</li> <li>● Phone number</li> <li>● School name</li> </ul>	Necessary for our legitimate interests in running the Event, managing eligibility and submissions and offering Participants a positive experience

	<ul style="list-style-type: none"> <li>• School year</li> </ul> <p><u>Adult Participants</u></p> <ul style="list-style-type: none"> <li>• Name</li> <li>• Email address</li> <li>• Phone number</li> <li>• School affiliation</li> </ul>	
Administering winning submissions and Prizes	<ul style="list-style-type: none"> <li>• Name</li> <li>• School name</li> <li>• Judges' scoring / deliberation notes and evaluation matrices</li> </ul>	Necessary for our legitimate interests in distributing Prizes to winning Participants and facilitating a positive and well-run experience for winning Participants
Safeguarding of Participants	<ul style="list-style-type: none"> <li>• Name</li> <li>• Email address</li> <li>• Phone number</li> <li>• School name</li> <li>• School year</li> <li>• Incident notes / any concerns raised</li> </ul>	Necessary for compliance with our legal obligations under UK law or, in rare circumstances, vital interests
Improving future events and programming	<ul style="list-style-type: none"> <li>• Photographs, video footage and audio recordings as part of Event Recordings</li> </ul>	Necessary for our legitimate interests in improving future events and programming for future participants or, where consent is provided, consent
Internal and external promotion and marketing by Amazon and its affiliates	<ul style="list-style-type: none"> <li>• School name / affiliation</li> <li>• Photographs, video footage and audio recordings</li> </ul>	Consent

Amazon does not collect and process the personal information of Child Participants for the purpose of direct marketing.

- 6. What Information is Shared with Others:** We may share your personal information with: (a) CreativeHUT Education, Wildlife Design Inc. and Brooks Sports, Inc and other event partners, (b) our affiliates, (c) third-party service providers, and/or (d) government or regulatory authorities. We do not share your personal information to third parties other than as follows, in compliance with applicable law: (a) for the purposes described in this Privacy Policy (including as described in paragraph 6 above), (b) as required by any relevant law, (c) to third-party services who help us work or deal with the site or programming of the Event, (d) to conform to legal process, (e) to respond to legislative solicitations, (f) to ensure our operations, (g) for assistance in fraud detection and prevention; (h) to secure the rights, protection, well-being or property of Amazon, Child Participants, Adult Participants or others, (i) to allow us to pursue available remedies or limit the damages that we may sustain, and (j) in connection with a disposition of all or a considerable part of our business, resources or stock, for example, a deal, merger, consolidation, redesign, joint venture, task, or bankruptcy or comparable procedures.
- 7. Where in the World is Participant's Information Transferred:** Some of the parties we share information with may process it overseas. This means that Participant's information may on occasion be transferred overseas, including to Australia, Canada, Germany, India, Indonesia, Ireland, Japan, Singapore, South Korea, South Africa, Spain, the UK, and the U.S. Whenever we transfer personal information to countries outside of the European Economic Area or the UK, we ensure that the information is transferred in accordance with this privacy notice and as permitted by the applicable laws on data protection. We rely on European Commission adequacy decisions or use contracts with standard safeguards published by the European Commission (you can ask Amazon's [Customer Service](#) for a copy of these) and similar measures under UK laws for such transfers.
- 8. How do we protect Participant's Information:** We are committed to maintaining the privacy and integrity of your personal information and use a range of technical and organisational measures designed to protect your personal information from accidental, unlawful or unauthorised destruction, loss, alteration and access. Before we share your

personal information with a third party to be processed, we will enter into a contractual agreement with that third party imposing appropriate data protection obligations in accordance with applicable law and to the extent applicable to the nature of the processing to be performed by that third party.

9. **How Long Will We Keep Participant Information:** We keep your personal information for as long as it is required in order to fulfil the relevant purposes described in this Privacy Notice, as may be required by law, or as otherwise communicated to you. For example, we retain your contact details so we can communicate with you in relation to our administration of the Event, including to answer any queries you may have as a Participant. To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitivity of the personal information, the potential risk of harm from unauthorised use or disclosure, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.
10. **Your Rights:** Participants have rights in relation to the personal information we collect at the Event. Adult Participants and Child Participants (or parents or legal guardians of Child Participants under applicable laws) have the right to: (a) make a request to have personal information corrected if it is inaccurate, and completed if it is incomplete; (b) in particular circumstances, restrict the processing of personal information; (c) in particular circumstances, ask to have personal information erased; (d) request access to the Adult Participant's or Child Participant's personal information (as applicable) and to obtain information about how we process it; (e) in particular circumstances, move, copy or transfer personal information; in particular circumstances, object to us processing the personal information; (f) not be subject to automated decision-making including profiling where it produces legal or other significant effects on the Adult Participant or Child Participant (as appropriate); (g) withdraw consent, where we process personal information in reliance on consent as the lawful basis or processing condition.

All of these rights can be exercised free of charge except in some very limited circumstances, and we will explain these circumstances where they are relevant. To exercise these rights or for any concerns about the way we handle personal information, please contact Amazon's data protection officer: [eu-privacy@amazon.co.uk](mailto:eu-privacy@amazon.co.uk), and Cc to [dataprivacyframework@amazon.com](mailto:dataprivacyframework@amazon.com), with a subject line of "Think Big Community Challenge 2026".

**Complaints:** Where you believe we have infringed applicable data protection legislation because of the way we have handled your personal information, you can submit a privacy complaint to us and/or to the UK Information Commissioner's Office ("**ICO**"). To submit a privacy complaint to us, please contact Amazon's data protection officer: <https://amazon.com/gp/help/customer/contact-us/> with a subject line of "Think Big Community Challenge 2026". Visit [the ICO's website](#) to submit a privacy complaint to the ICO.