

Lidl Plus Easter Billboard Competition Terms and Conditions 2024

1. Competition

The Lidl Plus Easter Billboard competition (the 'Competition') is promoted by Lidl Ireland GmbH (the 'Promoter' or 'Lidl') having its place of business at Lidl Head Office, Main Road, Tallaght, Dublin 24, Ireland.

2. Eligibility Requirements

Participants must be over 18 years of age and be resident in the Republic of Ireland to be eligible to participate, direct employees of the Promoter, affiliated companies of the Promoter, partners, families, or anyone associated with this Competition are excluded.

By participating in the Competition, participants are deemed to have accepted the Lidl Plus terms of use, these terms and conditions and confirmed that they meet the eligibility criteria set out in these terms and conditions. Participants are not permitted to participate on behalf of other persons and third parties.

The promotion period will commence on Monday 18th March and run until Wednesday 3rd April (the 'Promotion Period').

This Competition is free to enter.

3. Participation in the Competition

To participate in the Competition, each participant will need to during the Promotion Period:

Step 1. Scan the QR Code displayed on one of the three Lidl Competition billboards.

Step 2. Install the Lidl Plus App on their smartphone or device and create a Lidl Plus account (this step shall not be required for participants who are already Lidl Plus users); and

Step 3. Complete and submit an entry form when prompted on the Lidl Plus app.

All Steps must be completed in order to enter the Competition.

Participants can only enter the Competition once.

4. Prize

There will be two winners of the Competition. Each winner will have a choice of **one** of the following prizes **only**:

Prize 1: 365 x €1.99 Deluxe Irish Milk Chocolate Bars 100g; 32% cocoa solids (365 x €1.99 = €726.35) **or**

Prize 2: €750 worth of Lidl Plus Monetary Coupon Vouchers available to activate and redeem through the Lidl Plus app to spend in Lidl stores in the Republic of Ireland.

Prize 1 will be sent in full to the address of the winner as provided in the Lidl Plus app.

Prize 2 will be distributed in the form of €30 Lidl Plus monetary coupon vouchers available in the Lidl Plus app every week for 25 weeks (25 x €30 = €750). Each €30 Lidl Plus monetary coupon vouchers will expire after 6 days of receive the coupon as no two coupons can be activated at the same time. The winner will not be refunded the value or any remaining balance of the Lidl Plus monetary coupon voucher should it not be redeemed within the validity period. Each coupon can only be used once and restrictions on the coupon include (exclusion the purchasing of alcohol/ lotto/ formula/etc).

5. Selection and notification of winners

Two winners will be selected at random at the end of the Promotion Period from the eligible entries received.

Participants should ensure their Lidl Plus information is up to date, as winners will be contacted by way of email/phone or push-notifications through the Lidl Plus app.

Winners will be selected on **Monday 8th April 2024** and contacted within 3 days. Winners will be required to confirm their selected prize as well as any additional information as required by Lidl in order to administer the Competition. Winners will have until **Monday 15th April 2024** to respond to notification ('Response Deadline'). In the event a winner fails to respond by the Response Deadline with the information requested, they forfeit their right to a prize.

A participant can only win one prize, in the event a participant is selected as a winner multiple times, a substitute winner will be selected.

6. Marketing

The winners agrees that in consideration of the prize and their acceptance of same, the winner may be required for promotional activity and the winner agrees to partake in same. Promoter may use their name, hometown, image and likeness (likeness as it has been captured

or in an altered manner, by employees, agents or subcontractors of the Promoter or anyone working on behalf of the Promoter and/or by local/other media) for purposes of internal/external advertising, promotion or publicity in any media without additional compensation and the winner agrees to take part in such related promotional activities as the Promoter may require. In such circumstances, the winners personal data will be processed on a contractual basis and in the Promoter's legitimate interests. Lidl Ireland may publish all confirmed winners on the Lidl website/social media platforms.

7. Miscellaneous

- 7.1 Participants are responsible for ensuring their Lidl Plus account information is up to date.
- 7.2 The prize is strictly non-refundable. No cash or other prize will be offered.
- 7.3 Any breach of these terms and conditions may invalidate an entry and/or result in forfeiture of the prize. The Promoter reserves the right to cancel, terminate, modify, or suspend the Competition and/or vary Competition rules, including these terms and conditions, without prior notice.
- 7.4 The Promoter and its associated companies accept no responsibility for any damage, loss, injury (other than for death or personal injury arising from negligence), malfunction or disappointment of any kind, however so arising from participation in the Competition or acceptance of the prize, whether due to error, omission by the Promoter its employees or agents, or for any other reason, and participants agree to indemnify the Promoter in this regard through their engagement with the Competition.
- 7.5 The participant has no right to compensation and acknowledges the decision on the prize winner by the Promoter is final.
- 7.6 No correspondence will be entered into regarding either the selection process or the outcome of the Competition.
- 7.7 The Promoter will bear no responsibility for technical issues with the Lidl Plus App.
- 7.8 In the event of any dispute regarding these terms and conditions and conduct of the Competition, the decision of the Promoter will be final with no right of appeal.
- 7.9 The Promoter reserves the right to refuse to award the prize to a winner or to disqualify any participant where, in its sole view, there is a breach of these terms and conditions or where it deems it necessary to do so at its sole discretion.
- 7.10 These terms and conditions shall be governed by Irish law and the courts of Ireland shall have exclusive jurisdiction over interpretation of same.

8. Data Protection

- 8.1 By participating in the Competition, participants agree to the processing and storage of any personal data provided by them to Lidl Stiftung & Co KG and to the transferring of such data to the Promoter as a processor of such data for the purpose of administering the Competition as well as promotional activities around the Competition including, but not limited to posts on social media sites by the Promoter.
- 8.2 The Promoter will ensure that all personal data will be processed in compliance with data protection law.
- 8.3 Lidl Ireland GmbH is the controller for the processing of personal data of the participants and winners. For any questions relating to Lidl's processing of personal data in relation to the Competition, participants may contact:

Lidl Ireland GmbH
Main Road
Tallaght,
Dublin 24
data.controller@lidl.ie

For any queries around the processing of personal data in relation to the Lidl Plus App, participants should refer to the Terms and Conditions Lidl Plus and Data Protection Policy Lidl Plus. In addition, participants may contact:

Lidl Stiftung & Co. KG
Stiftsbergstraße 1
74167 Neckarsulm
Germany
dataprotection@lidlplus.ie

- 8.4 In order to operate the Competition, the following personal data will be transferred to the Promoter by Lidl Stiftung & Co. KG, Stiftsbergstraße 1, 74167 Neckarsulm, Germany:

Lidl Plus Card Customer ID Number of all participants in the Competition who have completed the required steps and are eligible to be in the prize draw. In addition, name, email address, phone number of the winner.

- 8.5 Furthermore, the Promoter may collect any other personal data required for the purpose of carrying out the Competition.
- 8.6 The Promoter will use the personal data collected in the context of the participation in the Competition only to operate the Competition (e.g., drawing winners, notifying winners, sending the prize). The legal basis for the processing in the context of the Competition is generally participants' consent—which consent underlies the operation of user accounts under the Lidl Plus App.
- 8.7 Photographs, videos and data as set out in clause 6, of the winner(s) may be taken during the prize giving; these may be published together with the name and hometown of the winner in promotional media of the organizer (e.g., press release, lidl.ie, employee magazine, social media). This data is processed on the basis of contract in consideration of the prize.
- 8.8 Data will not be transferred outside of the EU and is only transferred to third parties where this is necessary for the implementation of the Competition (e.g., sending the prize via a logistics company) or in order to publish the winner (e.g., on Facebook or other social media channels). Apart from that, data will not be transferred to third parties.
- 8.9 At the end of the Competition and announcement of the winner(s), the personal data of participants will be deleted. Personal data belonging to winners will be retained for a minimum of 3 years and the image of winners may be used in Lidl's marketing activities.

8.10 Participants have the right to access their personal data, to withdraw their consent (if applicable), and in certain circumstances, the right to erasure. Participants may also object to Lidl's processing of their data if such processing is based on Lidl's legitimate interest. Data protection questions or concerns can be addressed to data.controller@lidl.ie. Participants may also contact the Data Protection Commission for Ireland.