

Data Protection Information Lidl Plus Wrapped 2025 Feature & Prize Draw

1. Information about the Controller

Lidl Ireland GmbH is the controller responsible for the processing of the personal data of participants and winners, having its place of business at Lidl Head Office, Main Road, Tallaght, Dublin 24, Ireland.

Lidl Ireland GmbH has appointed a data protection officer, who can be contacted at data.controller@lidl.ie.

2. Categories and Source of the Data

For the execution of the prize draw, the following personal data will be transmitted to Lidl Ireland GmbH by Lidl Stiftung & Co. KG, Stiftsbergstraße 1, 74167 Neckarsulm:

- Name, customer ID, participation date, telephone number, and email address of all participants.

In addition, Lidl Ireland GmbH may collect further personal data directly from the winners that is required for sending or handing over the prize.

3. Purposes and Legal Bases of the Processing

The personal data collected as part of participation in the prize draw will be used by Lidl Ireland GmbH exclusively for the administration of the prize draw (e.g., determining the winners, notifying winners, sending the prize). The legal basis for the data processing within the scope of the prize draw is Art. 6(1)(b) GDPR. This also includes the transmission of the personal data listed in the previous section to Lidl Ireland GmbH. Without this data, participation in the prize draw is not possible.

4. Recipients / Categories of Recipients:

Data will only be passed on to third parties if this is necessary for the administration of the prize draw (e.g., sending the prize via a logistics company) or for the publication of the winners (e.g., on Facebook). Any further transfer to third parties is generally excluded.

5. Storage Period / Criteria for Determining the Storage Period:

After the end of the prize draw and the announcement of the winners, the personal data of the participants will be deleted. The data of the winners will be retained, in the case of

material prizes, for the duration of the statutory warranty claims in order to arrange for repair or replacement in the event of a defect.

6. Rights of the Data Subjects

The participant has the right to request information about their stored personal data free of charge. The participant also has the right to request the correction, deletion, or restriction of the processing of their personal data, as well as the right to receive the data in a structured format. The participant may object at any time to data processing that is necessary to protect the legitimate interests of Lidl Ireland GmbH or a third party. If the participant has given consent within the scope of this competition, they have the option to revoke this consent at any time with effect for the future. Furthermore, the participant may contact the data protection supervisory authority, in particular in the Member State of their residence or the place of the alleged infringement.