

Brad Pitt Photo Competition - Terms and Conditions

1. Brad Pitt Photo Competition on Social Media

These terms and conditions govern the "**Brad Pitt Photo Competition**" (the "**Competition**"), promoted by Lidl Ireland GmbH (the "**Promoter**" or "**Lidl**") having its place of business at Lidl Head Office, Main Road, Tallaght, Dublin 24, Ireland.

1.1 By participating in the Competition, participants are deemed to have accepted these Terms and Conditions and confirmed that they meet the eligibility criteria set out in these terms and conditions.

2. Eligibility

2.1 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.

2.2 Prize winners are determined through Instagram or Facebook stories or posts therefore participants are required to have a valid Instagram or Facebook account to enter the Competition.

2.3 Participants are not permitted to participate on behalf of other persons and third parties.

2.4 The Competition period will commence from 30th January 2026 and finish on 6th February 2026 (the 'Competition Period').

3. Participation in the Competition

3.1 To participate in the Competition, each participant will need to do the following during the Competition Period:

Step 1. Recreate the "Brad Pitt holding Lidl Bag"

Step 2. Individuals must tag a valid Instagram or Facebook account in their story/post to enter the competition. Any entries that are deemed of an inappropriate/offensive nature will be disqualified. Entries submitted after the closing date and time will not be considered.

Step 4: Once you have entered our competition. Please keep an eye on Lidl Ireland's Instagram or Facebook account for any updates regarding the competition and winner announcement dates and details.

3.2 All Steps must be completed to be counted as a valid entry.

4. Prize

4.1 The Promoter will select the prize winners by picking the best recreated

Prize: A Lidl Voucher to the amount of 1 week's food shop.

5. Redemption of Prize & Data processing

- 5.1 The winner's prize will be awarded within a reasonable timeframe, not exceeding 10 days from the date of winner confirmation. The winner may be required to provide additional information to facilitate the awarding of their prize.
- 5.2 The winner will be notified by direct message on Instagram or Facebook. Therefore, it is the responsibility of the individual to monitor their messages/messages requests. Failure to respond or provide necessary information within the required timeframe may result in forfeiture of the prize.
- 5.3 By accepting the prize, the winner agrees to participate in reasonable publicity activities arranged by the Promoter, which may include sharing their experience on social media or allowing the Promoter to use images, videos and descriptions of the entry in any marketing material.

6. Selection of Prize Winner

The winner will be selected by the Social Media team - best photo wins. The winner will be notified by Instagram or Facebook via direct message within 10 days of the closing date. If the winner does not respond within 72 hours, Lidl reserves the right to select an alternative winner.

- 6.1 Lidl will verify the eligibility of the participant by checking the required information provided.
- 6.2 Lidl will require the use of the winner's details such as name, delivery address and phone number. This information will be shared with the Lidl Marketing team, who will use this to make arrangements for the prize.

7. Content Usage

7.1 By participating, participants grant Lidl a free, worldwide, irrevocable, right to use and share the Content on Lidl's social media platforms and to use Content for promotional purposes.

7.2 All Content must not violate third-party rights or platform guidelines.

8. Miscellaneous

- 8.1 The prize is strictly non-refundable. No cash or other prize will be offered unless otherwise arranged by the Promoter.
- 8.2 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.
- 8.3 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.
- 8.4 The participant has no right to compensation and acknowledges the decision on the prize winner by the Promoter is final.

- 8.5 No correspondence will be entered into regarding either the selection process or the outcome of the Competition.
- 8.6 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 appeal therefrom.
- 8.7 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.
- 8.8 These Terms and Conditions shall be governed by Irish law and the courts of Ireland shall have exclusive jurisdiction over interpretation of same.
- 8.9 By participating in the Competition, participants undertake that the Content is their own and they have all necessary consents with regards to the content. Participants agree to indemnify and hold Lidl harmless from any liability arising from participants non-compliance with this clause.

9. Data Protection

- 9.1 The Promoter will ensure that all personal data will be processed in compliance with data protection law. Participants' data will not be transferred out of the EU/United Kingdom and such entry data, will be destroyed immediately after conclusion of the Competition.
- 9.2 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

- 9.3 The Promoter will use the personal data collected in the context of the participation in the competition only to operate the competition arrangements. The legal basis for the processing in the context of the Competition is generally participants' consent—which consent which is obtained at the point of entry.
- 9.4 Data 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.
- 9.5 At the end of the Competition and announcement of the winners, the personal data of participants will be deleted. Personal data belonging to winners will be retained for a minimum of 1 years and the Content may be used in Lidl's marketing activities.
- 9.6 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.