

## Fair City Extra Competition Terms and Conditions

### 1. The Competition

1.1 The Fair City Extra competition (the "Competition") is promoted by Lidl Ireland GmbH (the 'Promoter') having its place of business at Lidl Head Office, Main Road, Tallaght, Dublin 24, Ireland.

1.2 The promotion period will commence at the opening of participating Lidl stores located in the Republic of Ireland at 08:00 on 16.06.2025 and finish at their closing at 22:00 on 23.06.2025 (the 'Promotion Period').

### 2. Eligibility to participate

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 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.

### 3. Participation in the Competition

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

3.1.1 Step 1. 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);

Step 2. Tap on the Fair City Extras competition banner to open entry survey.

Step 3. Provide details (Name, Mobile Number and Email) and submit the survey on the Lidl Plus app.

### 4. Selection and notification of the winner

4.1 Upon entering the Competition, participants' customer ID and customer's selected favourite store in the Lidl Plus app will be transmitted from Lidl Plus (operated by Lidl Stiftung & Co. KG) to the Promoter. Where the participant wins the prize, in addition, the personal data associated with their Customer ID e.g. first name/surname, telephone number, and e-mail address will be transmitted from Lidl Plus (operated by Lidl Stiftung & Co. KG) to the Promoter.

4.2 Participants are responsible for ensuring their Lidl Plus account information is up to date, otherwise the Promoter may not be in a position to contact the winning entry. Participants are recommended to ensure that they enable their email and push notifications within the Lidl Plus app so that they can be notified if they have won a prize.

4.3 There will be 1 (one) winner of the prize listed at clause 5. The winner will be selected at random at the end of the Promotion Period from the eligible entries received.

4.4 The prize draw will take place on 24.06.2025. Up to three working days after the prize draw, the selected winner will be contacted by the Promoter's Brand Team by phone on the mobile number provided on the winner's Lidl Plus App. The winner will be asked to correctly complete a test of skill by answering a series of questions to claim the prize.

4.5 Two attempts will be made to contact the winner over a two-day period. If the winner cannot be contacted, this will result in forfeiture of any and all claim to the prize. The Promoter reserves the right to offer the prize to a substitute winner.

4.6 The winner may be asked to confirm their details to the Brand Team in order to ensure the prize can be issued correctly.

4.7 The Winner must have a current and valid passport at the date of entry into the Competition and this must remain valid and current until such time as the prize has been redeemed in full.

4.8 The winner 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. The Promoter may use the winner's 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 winner's personal data will be processed on a contractual basis and in the Promoter's legitimate interests. The Promoter may publish the confirmed winner on the Lidl website.

4.9 The Promoter reserves the right to cancel, terminate, modify or suspend a competition and/or vary competition rules, including these terms and conditions, without prior notice.

## 5. Prize

5.1 There will be 1x individual winner of the following prize:

5.1.1 The prize will be a guest a walk-on/non-speaking appearance in Fair City. This will be in a crossing set, for example, in the Street, in McCoy's pub, Vinos, the Station or the Hungry Pig.

5.2 The next steps for redemption of the prize will be detailed to winners by the Brand Team.

## 6. Miscellaneous

6.1 The prize is non-transferable, non-refundable and no cash or other prize alternatives will be offered.

6.2 The prize consists of the details listed in clause 5.1 only. The Promoter shall not be liable to the participant for any additional costs incurred through their redemption or utilization of the prize. The costs of any travel requirements shall also be borne by the participant.

6.3 Any breach of these Terms and Conditions may invalidate an entry and/or result in forfeiture of the prize.

6.4 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.

6.5 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.

6.6 The participant has no right to compensation and acknowledges the decision on the prize winner by the Promoter is final.

6.7 No correspondence will be entered into regarding either the selection process or the outcome of the Competition.

6.8 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 appeal therefrom.

6.9 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.

6.10 These Terms and Conditions shall be governed by Irish law and the courts of Ireland shall have exclusive jurisdiction over interpretation of same.

## 7. Data Protection

7.1 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.

7.2 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 and such entry data, will be destroyed immediately after conclusion of the Competition.

7.3 Lidl Ireland GmbH (The Promoter) is the controller for the processing of personal data of the participants and winners. For any questions relating to the Promoter'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](mailto: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

7.4 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:

7.4.1 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.

7.4.2 in addition, first name and surname as well as telephone number and e-mail address of the winner.

7.5 Furthermore, the Promoter may collect any other personal data required for the purpose of carrying out the Competition.

7.6 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.

7.7 Photographs, videos and data as set out in clause 4.7, of the winner 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](http://lidl.ie), employee magazine, social media). This data is processed on the basis of contract in consideration of the prize.

7.8 Data is only transferred to third parties where this is necessary for the implementation of the Competition (e.g., the arranging of travel, booking a hotel etc.) or in order to publish the winner (e.g., on Facebook or other social media channels).

7.9 At the end of the Competition and announcement of the winner, the personal data of participants will be deleted.

7.10 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](mailto:data.controller@lidl.ie). Participants may also contact the Data Protection Commission for Ireland.