



## **"Lidl Golden Child" - Terms and Conditions**

### **1. Lidl Golden Child Competition**

These terms and conditions govern the "Lidl Golden Child" 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 the terms of use of Lidl Plus, these Terms and Conditions and confirm that they meet the eligibility criteria set out in these Terms and Conditions.
- 1.2 The Competition encourages individuals to submit proof they were born from the 1<sup>st</sup> of July 2000 to the 31<sup>st</sup> of July 2000 and a short paragraph on their favourite product to be in with the chance of winning the Lidl Golden Child prize pack.

### **2. Eligibility**

- 2.1 Participants must be born between 1<sup>st</sup> of July 2000 and 31<sup>st</sup> of July 2000 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 are issued as a physical prize pack and through Lidl Plus therefore participants are required to have **a Lidl Plus 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 9<sup>th</sup> of July 2025 to 23:59 on 17<sup>th</sup> July 2025 (the 'Competition Period').

### **3. Participation in the Competition**

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

**Step 1.** Visit the "Lidl Golden Child competition" web page: [lidl.ie/goldenchild](https://lidl.ie/goldenchild)

**Step 2.** Submit a completed form including name, date of birth, address, email, phone number, a short paragraph on your favourite Lidl product, a photograph, links to your social media handles. 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. **\*\*\*Please note that it is only one entry per person\*\*\***

**Step 3.** Once you have entered our competition, please keep an eye on our social media platforms for any relevant updates regarding the competition and winner announcement dates.

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

## 4. Prize

4.1 The Promoter has a 1 grand prize The prize will consist of the following

- 25% off 1 (one) shop each week for 12 months starting on 31<sup>st</sup> of July 2025 and ending 31<sup>st</sup> July 2026. This will be delivered in the form of a Lidl Plus coupon which will have to be activated through the Lidl Plus app.
- One week is a calendar week from Monday to Sunday.
- A Lidl Plus app coupon offering 25% off your weekly shop for a year the coupon will be up to a maximum discount value of €50 per week. Note 25% discount up to a maximum shop value of €200. Limited exclusions apply such as lottery, newspapers, medicines, gift cards, infant milk formula, mobile top-up, checkout bags, alcohol products and deposits paid on items included in the Deposit Return Scheme. €2,500 in cash
- A €500 Lidl Breaks voucher to use in any participating hotel around Ireland
- A 2025 Festival Season pack full of camping gear plus packable snacks and toiletries
- Loads of free Lidl swag to wear and share
- A commemorative trophy or plaque engraved "Lidl's Golden Child Est. 20 July 2000

A Cash alternative is not available; however, The Promoter reserves the right to offer a suitable substitute if the wish cannot be granted as described.

## 5. Redemption of Prize & Data processing

5.1 The winner's prize will be fulfilled by Lidl within a reasonable timeframe, not exceeding **6 weeks from** the date of winner confirmation.

5.2 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 winning wish in any marketing material.

## 6. Selection of Lidl Golden Child

6.1 The winner will be chosen by a panel of judges based on their entry submission. The winner will be notified by email or phone within 10 days of the closing date. If the winner does not respond within 24 hours, Lidl reserves the right to select an alternative winner.

6.2 Lidl will verify the eligibility of the participant by checking the required information provided.

6.3 Lidl will require the use of winner's details such as name, email address and phone number supplied during entry to the competition. 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** 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 Promotion as well as promotional activities around the Competition including, but not limited to posts on social media sites by the Promoter.
- 9.2** 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/United Kingdom and such entry data, will be destroyed immediately after conclusion of the Promotion.
- 9.3** 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](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  
[dataprotection@lidlplus.ie](mailto:dataprotection@lidlplus.ie)

- 9.1** To operate the Promotion, the following personal data will be transferred to the Promoter by Lidl Stiftung & Co. KG, Stiftsbergstraße 1, 74167 Neckarsulm, Germany:

- 9.1.1.1 Lidl Plus Card Customer ID Number of all winners in the Promotion.
- 9.1.1.2 in addition, first name and surname as well as telephone number and e-mail address of the winner.

- 9.2** Furthermore, the Promoter may collect any other personal data required for the purpose of carrying out the Promotion.
- 9.3** The Promoter will use the personal data collected in the context of the participation in the Promotion only to operate the Promotion (e.g., awarding the Free Photo). The legal basis for the processing in the context of the Promotion is generally participants' consent—which consent underlies the operation of user accounts under the Lidl Plus App.
- 9.4** Data is only transferred to third parties where this is necessary for the implementation of the Promotion (e.g., sending the prize via a logistics company) or 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 Promotion 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](mailto:data.controller@lidl.ie). Participants may also contact the Data Protection Commission for Ireland.