

Terms and Conditions and Privacy Notice for Max & Mila's World

Prize Draw

I. Terms and Conditions

1. Eligibility to participate

- 1.1.** The prize draw is run by Lidl Ireland GmbH, Main Rd, Tallaght, Dublin 24 (hereinafter referred to as "Lidl Ireland").
- 1.2.** Conditions for participation in the prize draw are the installation of the Lidl Plus App on your smartphone, creation of a Lidl Plus account as well as the completion of the Pet's profile as described in the following section 2.
- 1.3.** By participating in the prize draw, participants are deemed to have accepted the Terms and Conditions of the prize draw and confirmed that they are at least 18 years of age and residents in the Republic of Ireland. Participants are not permitted to participate on behalf of third parties. Employees of Lidl Ireland and of any affiliated companies as well as their relatives (spouse, partner and first-degree relatives) are excluded from the prize draw.
- 1.4.** The promotion will take place inside the Lidl Plus App during the period from 01.10.2026 to 18.10.2026.

2. Requirements for Participation

- 2.1.** Participation in the prize draw is entirely digital and requires the following steps within the promotion period:
 - 2.1.1.** The user must have a registered Lidl Plus account and the Lidl Plus App installed on their smartphone.
 - 2.1.2.** The user must successfully complete at least one Pet Profile registration within the "Pet Care" section of the App.
 - 2.1.3.** Once at least one Pet Profile is completed, the user must explicitly tap the "Participate" button on the dedicated prize draw screen before the promotion period ends.
- 2.2.** Participation is limited to one entry per Lidl Plus account, regardless of the number of pet profiles registered.

3. Selection and notification of the winners

- 3.1.** By tapping "Enter", your Customer ID, the time of your participation, and the pet type associated with your profile are recorded. In the event of a win, the participant's first name, and registered contact details (telephone number and/or e-mail address) will be securely transmitted from Lidl Plus (operated by Lidl Stiftung & Co. KG) to Lidl Ireland. At the end of the promotion period the winners will be selected at random.
- 3.2.** All winners of main prizes will be notified by telephone by our Customer Service team in their Lidl Plus app. Having been notified of a win, the winner will be asked to accept their prize and correctly answer a question of skill. If the question is answered correctly, the winner will be asked to inform Lidl Ireland of any contact details necessary in order to send or hand over the prize. If, due to the provision

of inaccurate details, the telephone number/e-mail address is invalid, or if the question of skill is answered incorrectly, the claim to the prize and the participation will be deleted without replacement and an alternative winner may be drawn. A participant may only win one top prize. If no winner comes forward within 7 days from notification or if the winner is not contactable, this will result in the lapse of the claim.

4. Prizes

4.1. Main prizes:

Prizes are subject to availability and regional supply constraints. Lidl Ireland reserves the right to substitute prizes with items of equal or greater value if necessary.

The total prize pool for Lidl Ireland consists of 3 types of prizes for a total of 5 winners:

4.1.1. The Golden Ticket - One Full Year of Pet Food

One winner will receive a monthly €20 monetary coupon voucher in their Lidl Plus app for 12 months that can be spent on Max & Mila's World products. The coupon voucher can also be redeemed against all other products in store (minus standard exclusions) Standard exclusions include Alcohol, lottery tickets, newspapers, medicines/selected nutritional supplements, gift cards, infant milk formula, mobile top-up, checkout bags or DRS deposits. Only one monetary coupon voucher can be used in a single transaction.

4.1.2. The Style Pick - Special Pet Non-Food Gift

Two winners will receive a pet non-food gift

4.1.3. The Treat Box - Max & Mila's World Pet Food Pack

Two winners will receive a curated selection of Max & Mila's World treats and meals

5. Data Protection

- 5.1. Personal data collected for the purposes of this promotion will be processed in accordance with the dedicated Max & Mila's World Prize Draw Privacy Notice accessible in the Lidl Plus App and on our website.

6. Miscellaneous

- 6.1. Prizes are not transferable to third parties. Prizes are not transferable to third parties and no cash or other prize alternative will be offered. Lidl Ireland accepts no responsibility for any damage, loss, or injury arising from participation in the competition or acceptance of the prize. Lidl Ireland reserves the right to cancel, modify, or suspend the competition or these Terms and Conditions without prior notice if necessary. In the event of any dispute, the decision of Lidl Ireland will be final. These Terms and Conditions shall be governed by Irish law and subject to the exclusive jurisdiction of the courts of Ireland.

II. Privacy Notice

1. Details of the data controller

Lidl Ireland is the controller for the processing of personal data of the participants and winners. Lidl Ireland has appointed a data protection officer who is available under data.controller@lidl.ie

Categories and origin of the data

In order to operate the prize draw, the following personal data will be transferred to Lidl Ireland by Lidl Stiftung & Co. KG, Stiftsbergstraße 1, 74167 Neckarsulm, Germany:

- Customer ID of all participants in the prize draw who registered at Lidl Plus and completed the Pet's profile, along with details of their participation (such as the date and time of entry and the type of pet registered);
- in addition, first name as well as telephone number and e-mail address of the winners.

Furthermore, Lidl Ireland may collect any other personal data required to send or hand over the prize directly from the winners.

2. Purposes and legal bases of processing

Lidl Ireland will use the personal data collected in the context of the participation in the prize draw only in order to operate the prize draw (e.g., drawing winners, notifying winners, sending the prize). The legal basis for the processing in the context of prize draws is Article 6(1)(b) GDPR. This also includes the transfer of the personal data listed in the previous section to Lidl Ireland. Without this data, a participation in the prize draw is not possible.

Recipients/ categories of recipient:

Data is only transferred to third parties where this is necessary for the implementation of the prize draw (e.g., sending the prize via a logistics company) or in order to publish the winners (e.g., on Facebook). Apart from that, we do not transfer the data to third parties.

3. Storage time/ criteria for determining storage time:

At the end of the prize draw and announcement of the winners, the personal data of participants will be deleted. In the event of non-cash prizes, the data of the winners will be stored for the duration of statutory warranty claims in order to initiate remedial steps or a replacement in the event of a defect, where relevant.

4. Rights of data subjects

Participants have the right to obtain information, free of charge, about the personal data stored about them. In addition, participants have the right to demand the deletion or restriction of processing of their personal data as well as the right to receive the data in question in a structured format. Participants have the right at any time to object to data processing that is necessary in order to protect legitimate interests of Lidl Ireland or a third party. Where participants have declared their consent in the context of this prize draw, they are entitled to withdraw consent at any time with effect for the future. Moreover, participants may contact the data protection supervisory authority, in particular in the member state of their place of residence or the location where the alleged breach took place.