

Social Media Soap Competition **Terms and Conditions**

1 Eligibility to participate

The Social Media Soap 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.

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.

By participating in the Competition, participants are deemed to have accepted these Terms and Conditions. Participants are not permitted to participate on behalf of other persons and third parties. The promotion period will commence at 14:00 on 06.03.2025 and finish at 23:59 on the 26.03.25 (the "Promotion Period").

2 Participation in the Competition

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

Action: Leave a comment of any description on the Competition post on either Instagram **or** Facebook to enter the Competition.

The following are the only accounts on which the Competition will be live:

www.instagram.com/lidlireland/

www.facebook.com/lidlireland/

The step at clause 2 must be completed in order to enter the Competition. Each participant is only allowed to enter the Competition once. Participants may withdraw at any time before the Competition closes at 23:59 on the 26.03.25. To do so, the participant need only delete their comment from the competition post.

3 Selection and notification of the winner

There will be 1 (one) overall winner selected at random. The prize draw will take place on the 27.03.25.

Up to 3 (three) working days after the prize draw, the selected winner will be contacted by the Social Media team by Instagram or Facebook Direct Message.

Two attempts will be made to contact the winner over a two-day period. If the winner cannot be contacted, i.e. does not respond within 48 hours of the initial direct message, this will result in forfeiture of any and all claim to the prize. The Promoter reserves the right to perform a second draw, where a substitute winner will be selected.

4 Marketing

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. Promoter may use their 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 prize 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.

5 Prize

There will be 1 (one) overall winner of the following prize:

- One year's supply of soap in the form of a €250 Voucher

The value of this voucher is equivalent to the value of one year's worth of soap purchases, including hand soap body soap, dish soap etc. This voucher will be redeemable in all stores within the Republic of Ireland. The winner will be asked for their address via direct message upon competition completion and the voucher will be couriered directly to the winner. The prize is strictly non-refundable. No cash or other prize will be offered.

6 Miscellaneous

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

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.

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

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

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.

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.

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

- Participants agree to personal data being stored and processed by the Promoter for the purpose of administering the Competition.
- The Promoter will ensure that all personal data will be processed in compliance with data protection law. Participants' and the winner's data will not be transferred out of the EU. Adequate technical security measures are taken to always ensure the security of personal data.
- Furthermore, the Promoter may collect any other personal data required for the purpose of carrying out the Competition.
- 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).
- Photographs, videos and data as set out in clause 4 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, employee magazine, social media). This data is processed on the basis of contract in consideration of the prize.
- 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.
- At the end of the Competition and announcement of the winner, the personal data of participants will be deleted. Personal data belonging to winners will be destroyed 90 days from the conclusion of the Competition and the image of winners may be used in the Promoter's marketing activities.
- Participants have the right to access their personal data, to withdraw their consent (if applicable), and in certain circumstances, the right to erasure rectification and portability. Participants may also apply for a restriction of processing. Data protection questions or concerns can be addressed to data.controller@lidl.ie. Participants may also contact Protection Commission for Ireland.