



Lidl "Shoot to Save" TikTok - Terms and Conditions

1. Introduction

These terms and conditions govern the "Shoot to Save" campaign by Lidl Ireland, encouraging users to create and share content from LGFA games on TikTok or Instagram to earn Lidl discounts that can be redeemed in the Lidl Plus App.

2. Eligibility

- 2.1** The Lidl Shoot to Save (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.
- 2.2** Participants must be over 18 years of age and be resident in the Republic of Ireland or Northern 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. Employees of Lidl Ireland, partner organisations, LGFA, and their immediate families are not eligible to enter the competition.
- 2.3** 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.
- 2.4** The promotion period will commence from June 28th 2024 and finish on August 6th 2024 (the 'Promotion Period').

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 TikTok or Instagram App on their smartphone or device and create a TikTok or Instagram account (this step shall not be required for participants who are already TikTok or Instagram Users); and
 - 3.1.2** Step 2. Attend a TG4 Ladies Senior Championship junior, intermediate or senior quarter final, semifinal or final game in the 2024 season.
 - 3.1.3** Step 3. Record and post a piece of video content of the match/match day experience and share it publicly on TikTok or Instagram (on their Instagram grid if posting on Instagram) during one of the below competition periods

Quarter-finals – from 12:01 am Saturday 6th July 2024 to 23:59 pm Sunday 7th July 2024
Semi-finals – From 12:01 am Saturday 20th July 2024 to 23:59 pm Sunday 21st July 2024
Final – From 12:01 am Saturday 3th of August 2024 to 23:59pm Monday 5th August 2024
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 - 3.1.4** Step 4: posts must use the hashtags #LidlShootToSave in the post and tag the @LidlIreland Tiktok or Instagram to be deemed valid entries

- 3.1.5 Step 5: Follow Lidl Ireland (@LidlIreland) on Instagram or TikTok (whichever platform the user has posted on)
 - 3.1.6 Step 6: Ensure the content complies with TikTok or Instagram's community guidelines and terms of service.
- 3.2 The completion of Step 1 is a prerequisite to the completion of Step 2 and Step 3. All 6 Steps must be completed in order to enter the Competition. The release of Lidl Vouchers to the winning participants may only be done via the Lidl Plus App.
- 3.3 Qualifying entrants will be contacted by private message on TikTok or Instagram by @lidlireland and asked for their name, email address and phone number correlating to their Lidl Plus account as well as their country of residence. Note: The prize will only issued as a coupon though Lidl Plus for the amount redeemable in Lidl stores so having a valid active Lidl Plus account is a requirement to enter the competition.

4. Prize

- 4.1 The Prize pool is up to a total maximum of €50,000. This is divided by the competition stages of the TG4 Ladies All Ireland Championship games as follows:
- 4.1.1 prizes up to a maximum of €20,000 for the Semi Final stage
 - 4.1.2 prizes up to a maximum of €30,000 for the Final stage
- 4.2 Vouchers/Discounts are based on the number of likes received on the shared content.
- 4.3 Likes are calculated at the end of the competition period.
- 4.4 There will be winners of the following categories that will receive the correlating Lidl Voucher prize amount:
- 4.4.1 For Republic of Ireland:
 - 4.4.1.1 Over 1 like but under 26 likes: €25 voucher.
 - 4.4.1.2 Over 25 likes but under 51 likes: €50 voucher
 - 4.4.1.3 Over 50 likes but under 76 likes: €75 voucher.
 - 4.4.1.4 Over 76 likes: €100 voucher (*this is the maximum*).
 - 4.4.2 Rewards are as follows in NI:
 - 4.4.2.1 Over 1 like but under 26 likes: £25 voucher.
 - 4.4.2.2 Over 25 likes but under 51 likes: £50 voucher
 - 4.4.2.3 Over 50 likes but under 76 likes: £75 voucher.
 - 4.4.2.4 Over 76 likes: £100 voucher (*this is the maximum*).
- 4.5 A conversion rate of €1 to £1 will be used for calculating prizes in sterling for winners living in Northern Ireland with the total prize pool up to a maximum of €50,000 and broken down as detailed in 4.1

- 4.6 Prizes will be awarded based on time posted on either TikTok or Instagram. Winners will be selected chronologically as they appear on Tiktok or Instagram to Lidl Ireland and prizes will be awarded by based on the likes at the end of the competition periods (see 3.1.3) and until such time as the maximum prize pool for a given competition period is exhausted (see 3.1.3, 4.4.1 and 4.4.2). The promoter's decision shall be final, and no correspondence will be entered into on this.
- 4.7 The Promoter reserves the right to provide an alternative prize of equal value should the advertised prize become unavailable for reasons beyond its control.
- 4.8 The Lidl Voucher may not be redeemed against the following items; alcohol, lottery tickets, newspapers, magazines, medicines, gift cards, selected nutritional supplements, infant formula, mobile top-up, checkout bags and the deposits paid on items included in the Deposit Return Scheme. Exclusions may vary.
- 4.9 Additional exclusions may apply as stated on the Lidl Plus Monetary Coupon.
- 4.10 Each Lidl Voucher Prize as set out in 4.4 entitles the winning entrant to money off your next shop to the value set out in Clause 4.4.1 and Clause 4.4.2. until the expiry of the prize coupon, this will be 7 days after it is activated. Winners will have 7 days to activate their coupon from the date of receiving the prize coupon in your app. Only one prize voucher can be used in a transaction and the full value of the prize coupon must be used. The full value of the prize coupon can only be redeemed once, has no cash value, is non-exchangeable and no change will be given.

5. Redemption of Discounts & Data Processing

- 5.1 Lidl will verify the eligibility and content and send a direct message (DM) to the user within 5 working days.
- 5.2 Lidl will ask for the winner's name, email address and phone number associated with their Lidl Plus account, and whether they reside in NI or IE. Winners will have 24 hours to respond to the DM. If they do not respond within 24 hours, they will not be eligible to win the prize.
- 5.3 The Winners details will be shared with the Lidl Plus team (in IE or NI), who will push the coupon to the winning Lidl Plus account.
- 5.4 The user will then activate the coupon via their Lidl Plus account. Users who do not activate within 7 days will lose the coupon.

6. General Conditions

- 6.1 Users can only win one winning voucher in total via a submission of either a successful TikTok or Instagram submission per competition period detailed above (3.1.3). Participants are not permitted to win a voucher for both a successful TikTok and Instagram submission during the competition period.
- 6.2 Lidl Ireland reserves the right to modify, suspend, or terminate the campaign at any time without prior notice.
- 6.3 Lidl Ireland is not responsible for any technical issues or malfunctions of the TikTok or Instagram platform that may affect participation in the campaign.
- 6.4 By entering the competition, the user gives an undertaking that they have shot the footage themselves and not taken footage captured by anyone else.

7. Content Usage

- 7.1 By participating, you grant Lidl Ireland access to use your content for promotional purposes and to share on Lidl's social media platforms.
- 7.2 Content must not violate third-party rights or platform guidelines.
- 7.3 Please see TikTok's Terms of service for more information - <https://www.tiktok.com/legal/page/eea/terms-of-service>

8. Miscellaneous

- 8.1 The prize is strictly non-refundable. No cash or other prize will be offered.
- 8.2 Content of the participant's entry must not violate third-party rights or platform guidelines. Please see TikTok's Terms of service for more information - <https://www.tiktok.com/legal/page/eea/terms-of-service>
- 8.3 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.
- 8.4 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.
- 8.5 The participant has no right to compensation and acknowledges the decision on the prize winner by the Promoter is final.
- 8.6 By participating, you grant Lidl Ireland access to use your content for promotional purposes.
- 8.7 No correspondence will be entered into regarding either the selection process or the outcome of the Competition.
- 8.8 In the event that the Filter feature is not available or not functioning correctly on TikTok the Promoter will bear no responsibility for technical issues.
- 8.9 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.
- 8.10 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.
- 8.11 These Terms and Conditions shall be governed by Irish law and the courts of Ireland shall have exclusive jurisdiction over interpretation of same.

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

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

- 9.4 In order to operate the Competition, the following personal data may have to be transferred to the Promoter by Lidl Stiftung & Co. KG, Stiftsbergstraße 1, 74167 Neckarsulm, Germany:
 - 9.4.1.1 Lidl Plus Card Customer ID Number of all winners in the Competition .
 - 9.4.1.2 in addition, first name and surname as well as telephone number and e-mail address of the winner.
- 9.5 Furthermore, the Promoter may collect any other personal data required for the purpose of carrying out the Competition.
- 9.6 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, TikTok and Instagram.
- 9.7 Photographs, videos and data 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.
- 9.8 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.
- 9.9 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 retained for a minimum of 1 years and the image of winners may be used in Lidl's marketing activities.
- 9.10 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. Participants may also contact the Data Protection Commission for Ireland.