

# LIDL PLUS 2025 SUMMARY

## TERMS AND CONDITIONS

These Terms and Conditions (the “**Terms and Conditions**”) govern the participation in the 2025 edition of the LIDL Plus 2025 Summary (the “**Lottery**”) run by LIDL Malta Limited (“**LIDL**”, “**We**”, “**Us**” and “**Our**”), having company registration number C36317 and registered office at Vassallo Business Park, Burmarrad Road, Naxxar NXR 6345, Malta. The Lottery shall consist of one (1) Final draw (the “**Final Draw**”) consisting of fifty (50) winners as further described in clause 3, or interchangeably referred to as the “**Prize Draw**” within these Terms and Conditions.

### 1. Participation

- 1.1. To be eligible to participate, the customer needs to be resident in Malta and have registered as a LIDL Plus Malta customer. The customer must have at least one identification at the checkout in the year 2025, in order to see the “Summary” story/video on the LIDL App. This is a loyalty programme available within a free to download and use customer smartphone app available on the respective IOS, Android and Huawei App Stores (the “App”). For more information on LIDL Plus please refer to <https://www.LIDL.com.mt/c/what-is-LIDL-plus/s10017180>. In addition, as per clause 1.6 below, the customer needs to be 18 years old or over at the time of their participation in the Lottery, and cannot be an employee or affiliate of LIDL.

It is clarified that LIDL assume no responsibility for any access problem, impediment, disfunction or difficulty regarding the app arising from the configuration of the user's device such as software or hardware, transmission and connection, internet connection, accessibility and mobile and landline telephone network, any incompatibility due to operating software release updates that may prevent a user from participating in the operation.

- 1.2. Should the participating customer choose to terminate their LIDL Plus Malta membership over the period indicated in clause 2 below, the respective participation will automatically be revoked and considered to have never taken place.
- 1.3. Should the participating customer opt to remove their contact details from their LIDL Plus membership account over the period indicated in point 2 below, this will also be grounds for automatic disqualification and any participation will be considered to have never taken place.
- 1.4. As from the 17<sup>th</sup> December 2025 and for the duration of the period as indicated in clause 2 below, all LIDL Plus Malta customers, who will see the Lidl Plus 2025 Summary story/video on their Lidl Plus , will

come across the screen where they can participate in the lottery at the end of the full “Summary” story. By clicking the “Accept & Participate” button, the user will send their participation in the lottery.

1.4.1. Should the customer not agree to the Terms and Conditions or decide not to participate in the Lottery, the customer can simply click “Skip” and they will be redirected to another screen where they can share their Summary 2025 story.

1.4.2. Should the customer agree to the Terms and Conditions, the customer will select to proceed with their participation in the Lottery through the appropriately labelled on-screen button ‘ACCEPT & PARTICIPATE’, at which point the backend of the app will instantly and automatically register the customer as a participant without requiring any additional request for acceptance of lottery Terms and Conditions.

1.5. During the Period of the Lottery as defined in clause 2 below, each single Lidl Plus user has only one (1) chance to participate in the lottery, even if they see the Summary story multiple times.

1.5.1. Should the customer opt to participate instantly, they should proceed by pressing the ‘Accept & participate’ button on screen of the App.;

1.6. **As according to the Laws of Malta, all entrants must be aged 18 years or over on the day they enter the Lottery. Customers will only be able to receive a Prize on LIDL’s receipt of the Declaration Form, described further in Clause 3.6 below, stating that the customer was over 18 when they entered the Lottery and not an employee/affiliate of LIDL. LIDL Malta reserves the right to void any transactions with minors or defaulters and to confiscate all winnings, if any, in order to return the minor to the state the minor was prior to playing. Proof of age, in the form of a valid ID Card, Passport or Driver’s Licence, may be required before delivery of the Prizes.**

1.7. No commercial entities, buying groups, or organisations are allowed to participate in the Lottery. LIDL employees, directors, affiliates, delegates, lawyers and representatives of LIDL, the agencies involved and their employees are also excluded from participating in the Lottery. LIDL reserves the right to carry out any checks to ensure that all entrants are abiding by this condition.

1.8. All entries into the Lottery must be made directly by the individual entering the Lottery. Syndicated entries or those made using methods such as a computer macro, a script or the use of automated devices or processes are not allowed, and all such entries will be disqualified, and any Prize awarded will be withdrawn. Entries will not be accepted via agents, third parties or in bulk.

## 2. Opening and Closing Dates and Time

- 2.1. The Lottery Period shall run from Wednesday 17<sup>th</sup> December 2025 until midnight Wednesday 31<sup>st</sup> December 2025.
- 2.2. Registration and participation in the Lottery will be open from 06:59 on Wednesday 17<sup>th</sup> December 2025, to 23:59 on Wednesday 31<sup>st</sup> December 2025.
- 2.3. The prize draw shall be held on the following date or at such later date which LIDL may decide in its sole discretion:

PERIOD FROM	PERIOD TO	MGA PERMIT	DRAW DATE	WINNERS
Wednesday, 17 December, 2025	Wednesday, 31 December, 2025	MGA/CCG/218/2025	Wednesday, 21 January, 2026	50

## 3. The Prize Draw

- 3.1. There shall be total of fifty (50) winners (each a “Winner”).
- 3.2. The following are the prizes that will be awarded by LIDL following the Prize Draw:
  - 3.2.1. the first fifty (50) names drawn shall each receive one hundred Euro (€100) incl. VAT in LIDL Vouchers. *The Vouchers set out in clause 3.2.1 shall consist of Vouchers of fifty Euro (€50) so that the Winners of the one hundred Euro (€100) Voucher, will be awarded two (2) fifty Euro (€50) incl. VAT Vouchers each.*
- 3.3. All prize Vouchers will be delivered to the respective winners by courier services directly to the address as indicated by the winner. Should the winner not be available on the date of delivery, the courier will reach out over the telephone number provided, and co-ordinate a place and time to meet the winner’s needs.
- 3.4. Each Voucher is to be used against one (1) shopping event which total, without prejudice to Clause 4.1.3.3, must equal to a minimum of fifty Euro (€50) in value. Vouchers can be used to purchase all items in store with the sole exception of Greeting and Gift Cards and Prepaid Cards (e.g., mobile top-ups).
- 3.5. All Vouchers shall be in line with provisions of Part 9 of the Fourteenth Schedule to the Maltese VAT Act. On the basis that the Vouchers qualify as multi-purpose Vouchers (provided that the Vouchers can be redeemed to buy goods subject to different VAT rates 0%/5%/18% and at the point of issuance of the Voucher one cannot determine which VAT rate will be due), the following VAT treatment as contemplated in the VAT Act should be applied:
  - 3.5.1. The issuance/transfer of the multi-purpose Voucher shall not be subject to VAT; and
  - 3.5.2. The redemption of the multi-purpose Voucher accepted as consideration shall be subject to normal VAT rules depending on the applicable VAT Rate/VAT exemption.
- 3.6. Each name drawn shall be contacted by JP Advertising, an affiliate of LIDL Malta, within 10 working days from the Prize Draw. Each Winner shall be required to fill in a declaration form through which they will be solemnly declaring to be over the age of eighteen [18] and that they were 18 or over at the time of entering the lottery and legally consented to play in games of chance, and not a current employee or associate of Lidl as described in 1.6 above. Furthermore, participants may be required to

send an image of their ID Card, Passport or Driver's Licence (in such a case, once the details are confirmed, the digital image thereof will immediately be deleted from all servers). If the winner does not send the required form within the time stipulated in said form, a Reserve (as defined in point 3.10 below) will be contacted. LIDL reserves the right to void any transactions with minors and to confiscate all winnings, if any, in order to return the minor to the state the minor was in prior to playing.

For any information on prize validation, please contact customer service through the page <https://customer-service.LIDL.com.mt/SelfServiceMT/s/contactsupport> "<https://customer-service.LIDL.com.mt/SelfServiceMT/s/contactsupport>" or by calling 800 62 777 (Mon - Fri 8:30 a.m. - 7 p.m. Sat 8:30 a.m. - 12:30 p.m.).

- 3.7. Each winner will additionally be asked to confirm the address at which the vouchers are to be delivered as detailed in 3.3 above.
- 3.8. LIDL reserves the possibility to request the winners to show an ID document when the voucher is being presented at the cashier to match the identity of the client with that of the named winner on the voucher.
- 3.9. The selection of Winners will be done through the use of an anonymous random key generator operated directly by an official representative of the Malta Gaming Authority (MGA).
- 3.10. During the Prize Draw, an additional fifty (50) names will be drawn at random (the "Reserves"). The Reserves shall be ranked according to their positioning in the Draw. In the event that a Winner does not meet any of the requirements in the validation process, LIDL shall inform the next person on the list of Reserves that they are in the chance of winning the Prize and such person shall be required to accept and abide by the same terms and validation process as any other Winner.
- 3.11. Following the validation process, the confirmed Winners will be advised directly via email of their success and respective Prize. At this stage, the Winners will also be asked their consent to have their details as Winners published. Details of winners can be in either full or initials, as instructed by the winner in their respective signed Consent Form. The consent does not influence the status of the winner or their prize.
- 3.12. Should the individual Winner consent so, their respective details will be published on LIDL Malta's website and their own social media pages.

#### **4. The Prizes**

- 4.1. The following will apply to the delivery of the Vouchers:
  - 4.1.1. The Vouchers will be delivered to the respective Winners no later than three (3) months from the Prize Draw date. The aforementioned delivery period may be extended by LIDL in its sole discretion if delivery must be extended for reasons beyond LIDL's control.
  - 4.1.2. The Vouchers must be redeemed by the Winner no later than six (6) months from the date stipulated on the respective Voucher/s.

4.1.3. The Vouchers can only be used in LIDL outlets in either Malta or Gozo. Other specific terms of usage apply:

4.1.3.1. Each voucher entitles the holder to fifty Euro (€50) worth of items exclusively redeemable at any one of the LIDL stores throughout Malta & Gozo.

4.1.3.2. These are named vouchers and can only be used upon verification and presentation of an ID Card or equivalent Official Document as recognised by LIDL in its sole discretion. LIDL reserves the right not to honour Vouchers bearing the names of persons different to those on their identity cards as presented to the cashier as well as not to honour any voucher issued in the name of a minor.

4.1.3.3. These vouchers cannot be exchanged for cash and the holder forfeits their right to claim any change, should and if the total bill of the purchase be any lesser than the amount stipulated on the voucher itself.

4.1.3.4. These vouchers are each redeemable against one, single purchase and is only valid within the period as stipulated below.

4.1.4. The named Vouchers are non-transferable, non-exchangeable, non-refundable and cannot be resold.

4.1.5. The Vouchers cannot be redeemed for an alternative prize.

4.1.6. LIDL will not replace any lost, damaged, mutilated or stolen Vouchers. LIDL reserves the right not to honour any voucher which may be so damaged or mutilated. All taxes, costs, liabilities and unspecified expenses associated with the usage of the Vouchers are the sole responsibility of the Winner.

4.2. LIDL shall not be liable in the event that a Prize has been lost, damaged or stolen following collection of the Prize by the Winner.

4.3. Should any Winner/s and all the Reserves fail to be positively validated, LIDL shall donate the Prize/s to the Puttinu Cares Children's Cancer Support Group, Rainbow Ward Paediatric Adolescent Ward, Sir Anthony Mamo Oncology Centre level -1, Msida or any other charity which LIDL may determine at its sole discretion.

4.4. No responsibility will be taken by LIDL if a Winner is not able to use a Prize for any reason howsoever arising.

## **5. Data Protection – Privacy policy**

5.1. LIDL Malta Limited., with registered office in Vassallo Business Park, Burmarrad Road, Naxxar NXR 6345, Malta (hereinafter "**LIDL**"), as the Data Controller, informs the customer under articles 13 and 14 of the Regulation (EU) 2016/679 ("**GDPR**") and the Data Protection Act (Cap. 586 of the Laws of Malta), that the following personal data provided upon registration to the LIDL Plus loyalty program - namely, first name, surname, date of birth, gender, mobile phone number, email and postal address, and LIDL Plus client ID and, only in the event that the customer wins, a copy of the customer's identity document (ID

Card, Passport or Driver's Licence), a signed declaration form stating that the winner is not employed by Lidl and that they had attained the age of 18 before they entered the Lottery is subject to and will be processed in order to allow for the customer's participation in the Lottery as well as to comply with legal obligations pursuant to Article 6, paragraph 1, letters b) and c) GDPR. The submission of the customer's personal data is necessary in order to allow the participation to the Lottery. The customer's personal data may also be processed should this be necessary when exercising and/or defending LIDL's or a third party's legitimate interest pursuant to Article 6, paragraph 1, letter f) GDPR. In compliance with the limits and conditions laid down by the GDPR and the Data Protection Act, the customer's personal data will be processed electronically and in paper form within the LIDL offices and by collaborators specifically appointed to process personal data. Moreover, the customer's personal data will be shared with our intra-group companies and affiliates (including LIDL Italia S.r.l a socio unico with registered office at Via Augusto Ruffo 36, 37040 Arcole (VR), Italy and LIDL Stiftung & Co. KG with registered office at Stiftsbergstraße 1, 74172 Neckarsulm, Germany), our agents and third parties that provide services to us (including J.P. Advertising Limited with registered office at JPA, Msida Valley Road, Msida MSD 9020, Malta and relevant courier services) and third parties to whom disclosure may be required for the customer's participation in the Lottery, all located within the European Union (EU) or the European Economic Area (EEA), including Ireland and the Netherlands where the server hosting the customer's personal data is located. The customer's personal data shall be held throughout the duration of the Lottery, and in any event, until no later than 31<sup>st</sup> July 2026, with the exception of the customer's identity document, which may be requested to verify the customer's status and will be deleted immediately after the confirmation of the data, without any copy being retained. Similarly, Lidl reserves the right to request winners to present an ID document when redeeming the voucher in-store at the cashier, to verify that the identity of the client matches that of the named winner on the voucher, without any copy being retained. Finally, Lidl reserves the right to publish, exclusively with their prior consent (Article 6, paragraph 1, letter a) GDPR), either the full name and surname or initials only, along with the date of purchase of the winning receipt, on the website [www.lidl.com.mt](http://www.lidl.com.mt) within the section dedicated to the Lottery, and on the Lidl Malta Facebook and Instagram social media. This consent can be revoked at any time with future effect without affecting the lawfulness of the processing carried out up to the point of revocation. According to Articles 12-23 of the GDPR, the customer, as the data subject, has the right to receive, free of charge and upon request, the disclosure of information regarding the personal data being processed by LIDL. Furthermore, where the legal requirements are met, the customer has the right to access personal data processed about the customer (art. 15 GDPR), to rectification of information (art. 16 of GDPR), to erasure (art. 17 GDPR) and to restriction of processing (art. 18 GDPR) of the customer's personal data, to receive the personal data concerning the customer, which the customer has provided to LIDL, in a structured, commonly used and machine-readable format and have the right to transmit those data to another controller without hindrance from LIDL (art. 20 GDPR), to object to certain data being processed by LIDL (art. 21 GDPR) as well as the right

to lodge a complaint with the supervisory authority. To exercise the aforementioned rights, the customer may contact the Data Protection Officer at the email address: [privacymt@LIDL.com.mt](mailto:privacymt@LIDL.com.mt). For more information on our data processing activities, please visit our Privacy Policy relating to the Lottery at <https://www.lidl.com.mt/c/summary-lottery-privacypolicy>

- 5.2. By accepting these Terms and Conditions, the customer hereby agrees and acknowledge that he/she has been provided with LIDL's privacy policy.
- 5.3. By accepting these Terms and Conditions, the customer also hereby declares that they have attained the age of 18, and that they are not employed or affiliated with LIDL.

## **6. Termination and Exclusion of Participants**

- 6.1. Owing to exceptional circumstances outside its reasonable control and only where circumstances make this unavoidable, LIDL reserves the right to cancel or amend the Prize Draw or these Terms and Conditions at any stage but will always endeavour to minimize the effect on participants in order to avoid undue disappointment. Should these Terms and Conditions be amended at any time, the customer will be notified and will be prompted to read, understand and accept the same or to opt out of the Lidl Plus2025 Summary.
- 6.2. LIDL assumes no responsibility for and will disqualify entries that are: stolen, late, lost, illegible, incomplete, invalid, unintelligible, damaged, destroyed, delayed, misdirected, not received, or that have incorrect or inaccurate entry information, whether caused by any of the equipment or programming associated with or utilized in the Prize Draw, or by any human, mechanical or electronic error which may occur in the processing of the entries in the Prize Draw. Proof of sending will not be accepted as proof of receipt, and no correspondence will be entered into.
- 6.3. LIDL assumes no responsibility for any typographical or other error in the printing of these Terms and Conditions, administration of the Prize Draw, errors in processing entries, identifying the Winner, in the announcement of the Prizes and Winner, and the delivery of the Prizes, any problems or technical malfunction of any telephone network or lines, mobile phone, App system, computer systems, online systems, servers or providers, computer equipment, software, failure of any e-mail or players on account of technical problems or traffic congestion on the Internet or on any website, or any combination thereof, including, without limitation, any injury or damage to the participant's mobile phone or other portable electronic device related to or resulting from participation or downloading any materials in the Prize Draw.
- 6.4. Use of any device to automate or subvert entry is prohibited and any entries received by such means will be void. No software-generated, robotic, programmed, script, macro or other automated entries are permitted and any entries received by such means will be void.
- 6.5. LIDL reserves the right in its sole discretion to verify the Winner and disqualify any person it suspects or finds: (i) to have tampered with the entry process or the operation of the Prize Draw; (ii) to have provided inaccurate information upon entering the Prize Draw or on filling in the Declaration Form

following the draw; (iii) to be acting in violation of these Terms and Conditions; or (iv) to have gained unfair advantage in participating in the promotion or won using fraudulent means. Any violation of these Terms and Conditions by a Winner will result in such individual's disqualification as a winner of the Prize Draw and all privileges as a Winner will be immediately terminated.

## **7. Limitation of Liability**

- 7.1. LIDL does not guarantee continuous uninterrupted or secure access to the App. Numerous factors outside the control of the LIDL may interfere with the operation of the App for which LIDL accepts no responsibility, including but not limited to, any difficulties in delayed or corrupted data.
- 7.2. LIDL rejects any claims and responsibility of any possible event that may be caused by limitations to access to the internet, malfunction of the App, connectivity, software, compatibility, hardware, mobile or desktop that should be experienced by any customer during their registration.
- 7.3. To the maximum extent permitted by applicable law, LIDL rejects any responsibility for any incorrectness of the detail provided by the customer on registration.
- 7.4. Except in cases of fraud and/or gross negligence, LIDL, its employees, directors and affiliates, shall not be held liable in any way, for any claims, losses, damages, rights and actions of any kind arising out of or relating to the Prize and Prize Draw, whether direct or indirect, including but not limited to claims for damage caused to the participants, Winners, or any other third party. Furthermore, the participants and Winners hold and continue to hold LIDL, its employees, directors and affiliates, free and harmless against all and any claims, losses, damages, rights and actions of any kind made by third parties as permitted under applicable law, in respect of the Prizes, including use of the Prizes, this Prize Draw and this Lottery. LIDL is not liable for any damage suffered by any participants and Winners due to said participants' and Winners' non-observance with these Terms and Conditions.
- 7.5. Each participant shall be responsible to ensure that any person whose personal data they may have provided in their participation of the Prize Draw have been made aware of the fact that their personal data has been provided to LIDL for the purpose of the Prize Draw. The participant providing such personal data shall ensure that the individual has accepted these Terms and Conditions and has been provided with the Privacy Policy. The participant hereby undertakes to hold LIDL indemnified and harmless of any damages, costs or liability which may result from any claim or litigation which may result from the participant's failure to inform that individual that his or her personal data have been included as part of the participant's participation in the Prize Draw.
- 7.6. To the fullest extent possible in law, LIDL does not accept liability for any losses or claims whatsoever arising out of participation in the Prize Draw and the acceptance of any Prize.
- 7.7. Participants are responsible for all costs and expenses relating to participation in the Prize Draw, including but not limited to the participant's accessing the internet.
- 7.8. LIDL reserves the right to investigate and reject claims it believes could be of a fraudulent nature. Should the investigation conducted by the LIDL specially appointed team positively affirm that a claim be



upheld as fraudulent, LIDL reserves the right to pursue damages against individuals and/or entities in connection with such claims.

- 7.9. In an Event of Force Majeure, LIDL shall not be liable for any failure to comply with its obligations and in such an event, LIDL shall not be obligated to provide an alternative or a substitution prize to the Winner where the Winner does not receive any or all components of the Prize as a result of such. For the purpose of these Terms and Conditions, an “Event of Force Majeure”, shall have the following meaning; all circumstances beyond the reasonable control of either LIDL or the Winner concerned, including acts of God, earthquake, flood, storm, lightning, fire, explosion, war, terrorism, riot, civil disturbance, sabotage, strike, lockout, slowdown, labour disturbances, accident, epidemic, pandemic, difficulties to obtain required raw materials or labour, lack of or failing transportation, breakdown of plant or essential machinery, emergency repair or maintenance, breakdown of public utilities, changes of law, statutes, regulations or any other legislative measures, acts of governments, supranational organizations or other administrative or public agencies, orders or decrees of any court, acts of third parties, delay in delivery or defects in goods or materials or any other circumstances amounting to force majeure.

## **8. General**

- 8.1. LIDL reserves the right to amend these Terms and Conditions at any time without prior notice. The latest version of the Terms and Conditions would always be available at <https://www.lidl.com.mt/summary-lottery-TC> and such Terms and Conditions shall supersede any previous version. It is the customer’s responsibility to ensure that the customer is conversant with any changes to the Terms and Conditions. Should these Terms and Conditions be amended at any time, the customer will be notified and will be prompted to read, understand and accept the same or to opt out of the Lidl Plus 2025 Summary. Should individual clauses of the entry terms and conditions be or become invalid, the validity of the remaining entry Terms and Conditions shall remain unaffected.
- 8.2. These Terms and Conditions shall be governed by and construed in accordance with the laws in force in Malta from time to time and the courts of Malta shall have exclusive jurisdiction for the resolution of all disputes as to any matter arising out of or in connection with these Terms and Conditions.
- 8.3. We would strongly advise that, in the event of a dispute, the customer first lodge a complaint with our customer service centre in order to resolve or clarify the matter. Customer service is available on:
- 80062777, from Monday to Friday, from 8.30am to 7.00pm; Saturday from 8.30am to 12.30pm. It’s available only in English from Malta on some service providers;
  - the contact form on this link: <https://customer-service.LIDL.com.mt/SelfServiceMT/s/contactsupport> ; and e-mail to [info@LIDL.com.mt](mailto:info@LIDL.com.mt)
- 8.4. Should you have any reason to complain about, any decision taken relating to the validity of your participation, you can reach out to The Complaints and Conciliation Directorate established under the

Fourth Schedule of the Malta Competition and Consumer Affairs Act (Cap. 510). In addition, under Subsidiary Legislation 583.08 Gaming Player Protection Regulations, you also may lodge any complaints with the Authority's Player Support Unit if you have reason to believe that any aspect of the gaming service is unlawful, or conducted in a manner which is not safe, fair or transparent.

- 8.5. If any provision of these Terms and Conditions is or becomes illegal, invalid or unenforceable in any jurisdiction, that shall not affect the legality, validity or enforceability in that jurisdiction of any other provision of these Terms and Conditions, or the legality, validity or enforceability in any other jurisdiction of that or any other provision of these Terms and Conditions.