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Lidl Plus Privacy Notice

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1. Overview

Lidl Plus is a Loyalty program (hereinafter referred to as "**Services** " or "**Lidl Plus**"), which provides you with tailored offers and discounts from companies within the Lidl group of companies as well as from selected partners.
In order to use certain online services within the Lidl group of companies, you will need to register for Lidl Plus, ("**online services**", such as online stores, Click & Collect Service, Apps, etc.). Please note that some functions are only available via **the Lidl App**. For example, you will need to identify yourself with Lidl App at checkout, so that your purchases in our Lidl stores are included in your Lidl Plus profile.

2. Contact details for the controller and data protection officer

Except for deviations mentioned below, it is Lidl Stiftung & Co. KG, Stiftsbergstraße 1, 74172 Neckarsulm (**"Lidl Stiftung", "we", "us"**) responsible for the processing of your personal data with regard to Lidl Plus.

The data protection officer of Lidl Stiftung can be contacted at the above postal address or via dataskydd@lidlplus.se.

3. Processing purposes, legal bases and recipients

3.1 Lidl Plus registration and account management

Purpose of data processing/legal basis

After you have registered, you can use Lidl Plus for all our linked online services with the same username and password as you have for your Lidl Plus account. You will also have access to your account details, purchase history and all other Lidl Plus features via your Lidl Plus account.

The following data is processed when **registering for Lidl Plus:**

- First name,
- Surname,
- Date of birth,
- Email address,
- Mobile phone number,
- Password,
- Gender (optional),

We ask to know your date of birth because you must be eighteen years of age to be allowed to use Lidl Plus (see section 2 of terms and conditions) and certain specific products (such as alcoholic beverages).

It is optional to enter your address and surname in your Lidl Plus account. However, this information will be necessary for the use of certain features.

You have the option to register for Lidl Plus using your Google account ("Google Login"). Your Google account will be linked to your Lidl Plus account, allowing you to authenticate yourself and log in to our services using Google account.

You have the option to register for Lidl Plus using one of your social media accounts. Your social media account will be linked to your Lidl Plus account, allowing you to authenticate yourself and log in to our services using your social media account ("Social Login")

If you wish to log in via the regular Lidl Plus login instead of using Social Login in the future, the login will be carried out using a one-time password, which we will send to you by SMS or email.

The following data will be transmitted from your Google account when using Google Login:

- First name, last name
- Email address
- Profile picture

Additionally, depending on the privacy settings of your Google account, the following data may also be transmitted:

- Gender
- Telephone number
- Date of birth

When using Apple Login, Apple provides us with a unique identifier to create and maintain your Lidl Plus account. The transmission of personal data is optional and controlled by you. You may choose to share:

- Name
- Email address

If you choose not to share your email address, Apple will generate a unique email address solely for communication purposes. You retain full control over this proxy address and can change where your emails are forwarded, or disable forwarding entirely, at any time through your Apple Settings in accordance with Apple's Privacy Policy.

If you have registered in the Lidl app for Lidl Plus, we will also process data linked to your selected store. In addition to the aforementioned data, we also receive information via any online services you have used, such as your previously stored payment methods and your purchase history. You can then download this data from your Lidl Plus account.

We process the data collected during registration for the following specific purposes:

- Communication with you,
- Verify your identity as the account holder (e.g. when resetting your password),
- Transfer of your purchase & user behavior to your customer profile

Additionally, we use your email address to send you a notification when your account is being used by a new device.

The legal basis for the above processing is Article 6(1)(b) of the General Data Protection Regulation (GDPR). This means that we process your personal data for the purpose of providing contractual services. Our legitimate interest in processing is based on the purpose described above.

The following data is processed to secure the registration/login process:

- Email address or mobile number,
- IP address,
- Mouse movements,
- Duration of your visit to the registration page,
- Online identifiers such as device ID,
- Browser information (browser name and version),
- Name and version of the operating system on the device where the browser is installed,
- Network-based location of your device when you log in,
- Date and time of the registration/login attempt,
- Information about whether registration/login attempts were successful.

If you wish to use our Lidl payment service Pay (see below number 3.10) so-called “two-factor authentication” will be integrated into the login procedure. When registering your Lidl Plus account, a verification code will be sent to your mobile phone number or email address, which we have information about. This ensures that only you have access to your account, even if a party knows your password. Two-factor authentication can be switched off at any time via our customer service. If this happens, it will not be possible to use Lidl Pay anymore.

The legal basis for the above-mentioned processing is Article 6(1)(f) of the General Data Protection Regulation (GDPR). Our legitimate interest in processing is based on the purpose described above.

Recipients/categories of recipients

If you log in to Online Services as a Lidl Plus user, we will forward to the respective operator of the Online Service the data required to provide the Service you have requested. This data varies depending on the offer and may include:

- Login details (e.g. email address, password, mobile number),
- Contact information (e.g. name, address, date of birth),
- Stored payment methods,
- Information stored in the "About Me" section under account information.

If you use Social Login, information that you have enabled Social Login for your Lidl Plus Account will automatically be transmitted to the respective provider (Google LLC, 1600 Amphitheatre Parkway, Mountain View, California 94043, USA or Apple Inc., One Apple Park Way, Cupertino, CA 95014, USA). In the case of Google, this includes as well the date and time of each login. We have no influence over the processing and use of the data by these providers. Further information about data processing can be

found in the privacy policies of Google (https://policies.google.com/privacy) and Apple (https://www.apple.com/legal/privacy/).

3.2 Use of cookies and similar technologies to process usage data

The use of cookies and similar technologies for processing usage data (in particular local storage) means that when you visit our website (accounts.lidl.com), files are stored locally on your end device (laptop, tablet, smartphone or similar). The website is used for registration and login to the Lidl Plus account.

Purposes of data processing/legal basis

The use of cookies and other technologies for processing usage data serves the following purposes, depending on the category of cookie or other technology:

- **Technically necessary**: These are cookies and similar technologies without which you cannot use our Services (for example, to display our Services correctly, including font and colour, to provide the functions you have requested and to take your settings into account, to save your registration in the login area, etc.) and to secure the registration/login procedure.
- **Statistics**: These technologies enable us to compile pseudonymised/ anonymised statistics on the use of our Services. This allows us to determine, for example, how we can customise our website even better to users' habits.

The legal basis for the use of technically necessary cookies is Article 6(1)(b) GDPR. You also have the option of voluntarily consenting to the use of "statistics cookies" (and revoking this consent later). The legal basis for this is your consent in accordance with Article 6(1)(a) GDPR. You can find more information in our cookie notice.

Storage period/criteria for determining the storage period:

The storage period for cookies can be found in our cookie notices. If "persistent" is specified in the "Expiry" column, the cookie is stored permanently until the corresponding consent is withdrawn.

Recipients/categories of recipients:

As part of data processing using cookies and similar technologies for processing usage data, we may use specialist service providers. They process your data on our behalf as data processors, are carefully selected and contractually bound in accordance with Article 28 GDPR. All companies listed as providers in our cookie notice are acting as data processors for us.

3.3 Customer service enquiries and goodwill decisions

Purposes of data processing/legal basis

When you contact the customer service department or the customer service chatbot of a Lidl Group company, we use the data that you provide to us in this context. We also process your customer master data in order to determine your participation in the Lidl Plus programme and to be able to take the associated benefits into account.

The legal basis for this is Article 6(1)(b) GDPR, i.e. we process the above-mentioned data on the basis of the contractual relationship between you and us.

Recipients/categories of recipients

We pass on your customer master data and other required information to those Lidl Group companies with whom you contact in the context of customer service enquiries. In the context of goodwill services, we pass on information to the respective Lidl group company that enables such a decision to be made.

3.4 Store visit

Purpose of data processing/legal basis

If you use Lidl Plus, you can identify yourself at self-checkout or at the checkout when you visit a store. In these cases, we collect the following information :

- The store you have visited,
- The products you have purchased or returned by type, quantity and price,
- Coupons and vouchers you have redeemed,
- The amount on the purchase receipt,
- The time of the payment transaction and which payment method you used.

When you make purchases in Lidl stores, you collect digital points that you can redeem for Lidl Plus vouchers. To redeem the vouchers, all collected points that belong to your customer number are added together. Returned goods are also taken into account when calculating the points.

The legal basis for this is Article 6(1)(b) GDPR, meaning that we process the above-mentioned data on the basis of the contractual relationship between you and us.

In order to prevent financial damage to the companies in the Lidl Group, we analyze your purchasing behavior and thus prevent possible fraud. In particular, we evaluate whether and how often goods are returned. The legal basis for this is Article 6(1)(f) GDPR. Our legitimate interest in processing is based on the purposes described above.

In the event of product recalls, we will check whether you have purchased the affected product so that we can notify you of the recall. This procedure aims to protect your health (Article 6.1 d) GDPR) and is based on our legitimate interest in notifying you of any product recalls (Article 6.1 f) GDPR).

3.5 Determine your product interests and create personalized advertising

Purpose of data processing/ legal basis

Through Lidl Plus we assess which products, promotions and services may be of potential interest to you. The assessment is made in particular on the basis of the following information:

- Store purchases (e.g. products purchased or returned by type, quantity and price),
- Demographic information (e.g. age, gender, place of residence),
- Data stored in the Lidl Plus account,
- Information about life situations and interests, which is stored in the "About me" section,
- Activated and/or redeemed coupons,
- Participation in competitions and promotions,
- Reservations,
- Use of our partner offers as described in section 3.8 (e.g. time, quantity, location),
- Use of functions in Lidl Plus (e.g. shopping list),
- Using our Lidl payment service Pay .

In addition, the following information from Online Services is processed to determine your interests:

- Usage data for the Lidl app , e.g.
    - Visited app sections ,
    - Shown articles,
    - Operating system version,
    - Identification of unit,
    - System language and selected country,
    - Lidl app version used,
- Tracking data, e.g.
    - Advertising identifiers (iOS IDFA, Android Advertising ID or Huawei ID, email address, address, mobile phone number),
    - IP/MAC address,
    - HTTP header,
    - Unique ID from the device,
    - Information about the use of apps and websites (links clicked, areas visited, usage time and frequency, number of clicks and scrolls),
    - App and event tokens,
- Your user behavior in relation to marketing communications for online services, e.g.
    - Time of opening the newsletter,
    - Links or areas clicked on,
    - Duration and frequency of use.

We use methods based on mathematical statistics to identify your interests. For this purpose, your personal data will also be compared with data from other customers. Based on this comparison, we can assess which products and campaigns are relevant to customers with comparable interests.

We use this information to provide you and other customers of the online services with personalized advertising tailored to your interests and to offer you the best possible individual offers and discounts. Where possible, you will also receive personalized information about products , promotions, competitions, lotteries, new services, recipes , customer surveys and the latest streaming, store, online store,

flower, photo and travel offers. We also use these results to optimize the Lidl Plus program.

The legal basis for this is Article 6(1)(b) GDPR, meaning that we process the above-mentioned data on the basis of the contractual relationship between you and us.

Recipients/categories of recipients

In addition, we may disclose the information described in this paragraph to other companies within the Lidl group or to third parties, provided that a legal basis exists (in particular through your consent to the use of tracking technology via our online services).

3.6 Optimization of marketing activities, store network and store design

Purpose of data processing/legal basis

If you provide us with your address at a later time via your Lidl Plus account, we will use it to optimize our marketing (e.g. distribution of flyers, poster advertising) and to develop our store network.

The processing of such data will take place on the basis of legitimate interest. Our legitimate interest is to optimize our various sales channels (Article 6.1 f) GDPR.

3.7 Google reCaptcha

Purpose of data processing/legal basis

We use Google reCaptcha to protect our registration/login process from attacks or abuse by automated programs (so-called bots). Bots are used, for example, to try to obtain passwords to customer accounts or to limit the functionality of the website through bulk data transfers.

Google reCaptcha determines whether the interaction with the website is carried out by a human user or a bot. For this purpose, the user behavior (time spent on the page or mouse movements made) is analyzed and the IP address is read by Google and checked to see if it may have been assigned to a bot in the past. If the IP address has already been assigned to a bot, Google transmits this information to us. We then store these IP addresses to protect ourselves against future attacks. This analysis starts automatically as soon as you open the registration page.

The legal basis for this data processing is Article 6(1)(1)(f) GDPR. Our legitimate interest is based on the purposes of the processing set out above.

Recipients/categories of recipients

By using the Google reCaptcha service, the above-mentioned data will also be subject to data processing via Google LLC, 1600 Amphitheatre Parkway, Mountain View, California 94043, USA. We have no influence on Google's processing and handling of

the data. You can find more information about Google's data processing here: https://policies.google.com/privacy .

3.8 Provision of the Scan&Go function

Purposes of data processing/legal basis

You can also use the Scan&Go function in selected stores. To do this, you need to check in at your Lidl store using the geo-location function on your mobile device or by scanning the store's QR code. Store-specific information (e.g. item prices) will then be stored on your mobile device.

You can use the camera to scan items, which are then displayed in your shopping basket. Until you click on the "Checkout" button, the shopping basket is stored locally on your mobile device. After identification at the checkout, the shopping basket is transferred to the checkout system and the payment process is started.

The legal basis for this is Article 6(1)(b) GDPR, i.e. we process the above-mentioned data on the basis of the contractual relationship between you and us.

3.9 Competitions

Purpose of data processing/legal basis

As a Lidl Plus user, you have the opportunity to participate in various competitions. Unless otherwise specified, your personal data will be processed in connection with your participation in the implementation of the competition (for example, when the winner is selected, notified of their prize and has the prize sent to them) and for the purposes described in section 3.5 to determine your interests as described in section 3.5.

The legal basis for this is Article 6(1)(b) GDPR, meaning that we process the above-mentioned data on the basis of the contractual relationship between you and us.

Recipients/categories of recipients

A transfer to the Lidl Group or third parties only takes place outside the above-mentioned determination of your interests and the personalized advertising, to the extent that this is necessary for the processing of the competition (e.g. sending the prize via a logistics company). The legal basis for this is Article 6(1)(f) GDPR.

3.10 Reservation of products

Purpose of data processing/legal basis

If you reserve products via Lidl Plus and purchase them in the store at a later time, we process this information to:

- enable you to make a later purchase in a Lidl store,
- to view a history of bookings,

- to offer you special offers tailored to your preferences and interests and to enable you to participate in activities.

The legal basis for this is Article 6(1)(b) GDPR, meaning that we process the above-mentioned data on the basis of the contractual relationship between you and us.

Recipients/categories of recipients

We will send a list of the reserved products and your order number to the relevant Lidl group company. The Lidl company will use this information under its own responsibility for the subsequent processing of the purchase contract.

3.11 Partner offers

Purpose of data processing/legal basis

Lidl Plus gives you the opportunity to take advantage of offers and discounted prices from selected partners. Some of these offers require you to identify yourself as a Lidl Plus customer with your digital customer card in order to take advantage of them. In such a case, the partner will inform us of the special offer used and provide us with relevant information (such as time, number, location).

If special offers are offered within Lidl Plus for agreements entered into with our partners, we will receive your contact details (e.g. email address and mobile number) from them so that we can correctly link the special offer to your account. If you receive the possibility for offers in Lidl Plus from our cooperation partners, we will inform the respective cooperation partner about the use of the offer.

We use the information about the use of partner offers to determine your interests as described above and to show you personalized advertising.

The legal basis for this is Article 6(1)(b) GDPR, meaning that we process the above-mentioned data on the basis of the contractual relationship between you and us.

Recipients/categories of recipients

To the extent that you wish to take advantage of offers from partners via Lidl Plus, we only pass on the information that proves that you are a Lidl Plus user to the partner, so that this partner can ensure that you have access to the offer.

3.12 Lidl Charge

Purpose of data processing/legal basis

To be able to charge at one of Lidl's charging stations, you must first identify yourself with Lidl Plus. If you have not yet registered your address with Lidl Plus, you will be asked to enter a billing address so that payment can be made. When charging, the following data linked to your customer number will be processed:

- Date of the charging process,

- Charge amount (kWh),
- Charging power (kW),
- Start and end of the charging process (time),
- Type of charging connector used.

We use information about the use of the stores' charging stations to identify your interests and to be able to show you personalized marketing, as described above.

The legal basis for this is Article 6(1)(b) GDPR. This means that we process the above-mentioned data on the basis of the contractual relationship between you and us.

Recipients/categories of recipients

If you select a charging station and a contact via Lidl Plus from the E- Mobility services, we forward your customer data to Lidl's customer service, Lidl Sverige KB. in order to enable charging. The legal basis for the provision of data is Article 6(1)(f) GDPR .

3.13 Lidl Pay

Purpose of data processing/legal basis

As a Lidl Plus user, you can choose to register your credit or debit card with our mobile payment service " Lidl Pay " and conveniently make payments (e.g. in Lidl stores) with your mobile device. Registration and use of Lidl Pay requires you to enter information such as your credit or debit card number, CVV/CSV code, first and last name, and card expiration date. This information is entered and stored in encrypted form directly in the PCI-DSS and PCI 3DS certified systems on our payment platform. To ensure that you are indeed the holder of the credit/debit card, your information will be compared with the information from the card issuing company.

If the registration for Lidl If Pay is successful, the payment platform sends us a token as confirmation. We then link this token to your customer account.

If you use other methods for authentication, additional terms of use and data protection notices of the respective providers may also apply (e.g. with regard to the TouchID or FaceID functions from Apple)

The legal basis for this is Article 6(1)(b) GDPR, meaning that we process the above-mentioned data based on the contractual relationship between you and us.

Recipients/categories of recipients

When you use Lidl Pay in a Lidl store, your credit or debit card details are forwarded to the respective Lidl group company for payment processing, which then processes the data for its own purposes (e.g. for tax control).

In order to carry out the payment process in accordance with the statutory provisions of Directive (EU) 2015/2366 ("PSD 2"), applicable national implementing legislation and Delegated Regulation (EU) 2018/389, we also exchange specific information (e.g. data about you, the transaction and your payment behavior) with your credit institution or the issuer of your means of payment (e.g. your debit or credit card) with the help of our service providers.

These processing operations are carried out on the basis of Article 6(1)(b) GDPR (execution of payment) and Article 6(1)(c) GDPR (compliance with the above-mentioned legal obligations).

To prevent fraud, we process your mobile phone number in the registration, pre-authentication and payment process and transfer it to the payment service provider. The legal basis for this is Article 6(1)(f) GDPR, whereby our legitimate interest lies in preventing fraud.

3.14 Map Services

Purpose of Data Processing and Legal Basis

If, as part of your use of the Lidl App or through the settings on your mobile device, you have consented to geolocation via the "Allow Permission" dialog, we use this function to provide you with location-based, personalized services and marketing communication. Specifically, we process your location via GPS and network-based data as part of features like "Store Search," "Country Switch," "Charging Station Search," and "Self-Scanning" to display the nearest stores or services related to your current location.

To use the map services, it is necessary to process your IP address as part of internet communication. This is usually processed on a server of the respective operating system provider. We do not have control over this specific data processing. For more information on the purpose and scope of data processing, please refer to the privacy notices of the respective provider. There, you will also find further information on your rights and settings regarding the protection of your privacy.

Provider Addresses and Privacy Policies

- Google Maps
  Google Ireland Limited, Gordon House, Barrow Street, Dublin 4,
  Ireland Privacy Policy: https://www.google.com/policies/privacy/
  Terms of Service: https://maps.google.com/help/terms_maps.html

- Apple Maps
  Apple Inc, One Apple Park Way, Cupertino, California, USA
  Privacy Policy: https://www.apple.com/legal/privacy/de-ww/
  Terms of Service: https://www.apple.com/legal/internet-services/maps/terms-de.html

- Huawei Maps Kit

Huawei Aspiegel SE, 1F, Simmonscourt House, Ballsbridge, Dublin D04 W9H6, Ireland
Privacy Policy: https://www.huawei.com/es/privacy-policy
Terms of Service: https://developer.huawei.com/consumer/es/hms/huawei-MapKit/

The use of map services is based on our contractual relationship with you, Article 6(1)(b) GDPR, as well as our legitimate interest, Article 6(1)(f) GDPR, in presenting our offerings attractively and ensuring the easy location of the stores listed in the app.

4. To which other recipients do we disclose your personal data?

4.1 Overview

In addition to the cases mentioned in 3.1 - 3.13, your personal data will only be forwarded without your consent if the law permits this, which is the case if:

- we have a legitimate interest in forwarding your personal data for administrative purposes within the Lidl Group and your rights and interests regarding the protection of personal data within the meaning of Article 6(1)(f) of the GDPR do not prevail.

or

- We use a third party to carry out the processing, which we have selected with great care and which has entered into contractual obligations with us, according to which this party may only handle the processing in accordance with our instructions.

4.2 Transfer of data within the Lidl group

The information provided for registration purposes will be shared within the Lidl group for internal administrative purposes, as well as for a functioning joint customer service.

Such disclosure of personal data is considered justified in light of our legitimate interest in sharing the data for administrative purposes within our group of companies (Article 6(1)(f) GDPR).

4.3 Transfers to third parties

If you use the Google Assistant as part of our Online Services, please note that Google obtains access to your customer number for this purpose in order to establish a connection with the respective Online Service. Your data processing by Google (as far as we know, the recording and conversion of voice commands) is the sole responsibility of Google. For more information, please refer to Google's separate privacy policy (https://policies.google.com/privacy?hl=en). The legal basis for this is Article 6(1)(b) GDPR.

4.4 Transfers to recipients in third countries

In some cases, it may be necessary for us to transfer your personal data to recipients in one or more third countries outside the European Union (EU)/European Economic Area (EEA).

The European Commission has certified certain third countries as having a level of data protection comparable to the GDPR through an adequacy decision. An overview of third countries **with an adequacy decision** can be found here. For service providers based in the US, this only applies if they are certified in accordance with the EU-US data protection framework.

If there is no adequacy decision, we ensure the transfer through other mechanisms. These may include binding corporate rules, standard contractual clauses from the European Commission, certificates or recognised codes of conduct.

Unless otherwise stated, the transfer to a third country is either based on an adequacy decision or secured by one of the mechanisms listed above. If you have any questions about this, you can contact our Data Protection Officer (section 2).

5. How long do we store your personal data?

We delete or anonymize your personal data as soon as it is no longer needed for the stated purposes. We usually save your personal data for as long as you participate in Lidl Plus. If you have not shown activity in the last 24 months or have deleted your Lidl Plus account yourself, we will notify you of the expected deletion of the data. You then have 72 hours to cancel the deletion by logging in normally. In the event that your data must be saved for a longer period according to legal requirements or to secure, assert or enforce legal claims, we will retain your data even after the account has been deleted. However, the data will only be retained for as long as the law permits it to be saved in each individual case.

If you do not use Lidl Pay for 24 months, the data collected within this function and the function itself will be deleted. You can then re-register for Lidl Pay at any time.

All personal data that you provide to us during customer service inquiries will be deleted or anonymized by us no later than 95 days after the final response. In our experience, no further inquiries are usually received after 95 days. When rights holders assert their rights, personal data is stored as evidence for 3 years after the last inquiry, so that we have time to provide sufficient information and fulfill our legal obligations.

We save the log files where we record your interactions with Lidl Plus (e.g. your login, password reset, etc.) for a period of up to 90 days.

6. What rights do you have regarding the processing of your personal data?

You have the right to request information free of charge about the personal data stored about you in accordance with Article 15(1) of the GDPR.

If the legal obligations exist, you are entitled to rectification (Article 16 GDPR), erasure (Article 17 GDPR) and restriction of processing (Article 18 GDPR). Provided that you are the one who provided the data, you have the right to request the deletion of the data according to Article 20 GDPR.

If data processing is carried out on the basis of Article 6(1)(1)(e) or (f) of the GDPR, you have **the right to object** in accordance with Article 21 of the GDPR. If you object to the processing, it will only continue if we can demonstrate compelling legitimate grounds for the processing that outweigh your interest in objecting. You can submit your objection at any time via this contact form.

If the processing is based on consent pursuant to Article 6(1)(a) or Article 9(2)(a) GDPR, you may withdraw your consent at any time with future effect without affecting the lawfulness of the previous processing.

You also have the right to lodge a complaint with a data protection authority. The responsible supervisory authority is the authority in the country where you live or the country where the data controller is based.

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