

Privacy policy for participants and winners of the competition according to Art. 13 GDPR

Purpose and legal basis of data processing:

The personal data of the participants will be processed by us, Lidl Dienstleistung & Co KG, Bonfelder Str. 2, 74206 Bad Wimpfen, for the purpose of organising the cheese alternatives competition. In particular, this includes your contact details, such as your full name, telephone number, email and postal address. They are required to contact the finalists and the winner. The processing of your data and the transfer of data to our cooperation partner ProVeg e.V. for the purpose of organising the competition is based on Art. 6 (1) b GDPR. There is also the possibility of including your data in our talent pool in order to contact you after the competition. The data is processed on the basis of consent in accordance with Art. 6 (1) a GDPR, in which separate information about the data processing is provided.

Recipients of your data:

We work together with our cooperation partner ProVeg e.V., Genthiner Straße 48, 10785 Berlin, Germany, as part of the competition. In addition, Lidl Stiftung & Co. KG, Stiftsbergstraße 1, 74172 Neckarsulm, Germany, supports us in the implementation of the competition and receives access to your data for the purpose of process and workflow optimisation. The legal basis for this is Art. 6 (1) f GDPR. We have a legitimate interest in ensuring the organisation of the competition.

Storage period/ criteria for determining the storage period:

All participant data collected as part of the competition will be deleted after two years at the latest.

Controller and further information on Art. 26 GDPR:

As Lidl Dienstleistung & Co KG, Bonfelder Str. 2, 74206 Bad Wimpfen and ProVeg e.V., Genthiner Straße 48, 10785 Berlin are each responsible for the process and carry it out jointly, they are joint controllers for the protection of your personal data (Art. 26 GDPR).

As part of their joint responsibility, the above-mentioned companies have agreed which of them fulfils which obligations under the GDPR. This applies in particular to the fulfilment of the rights of data subjects and the information obligations pursuant to Art. 13 and 14 GDPR.

Process section of data processing/obligation	Fulfilment of obligations by
Information obligations pursuant to Art. 13, 14 GDPR	Lidl Dienstleistung & Co. KG
Collection	Both companies
Storage	Both companies
Transmission	Both companies
Usage	Both companies
Alteration	Both companies
Restriction	Both companies
Erasure	Both companies
Duty to provide information pursuant to Art. 15 GDPR	Lidl Dienstleistung & Co. KG

Even if there is joint responsibility, the parties fulfil the data protection obligations in accordance with their respective responsibilities for the individual process stages as follows:

- Within the scope of joint responsibility, each company is responsible in accordance with the table above.

- Lidl Dienstleistung & Co. KG makes the information required under Art. 13, 14 GDPR available to data subjects free of charge in a concise, transparent, intelligible and easily accessible form, using clear and plain language.
- The companies shall inform each other immediately of any legal positions asserted by data subjects. They shall provide each other with all information necessary to respond to requests for information.
- Data protection rights can be asserted against all companies involved.

Controller within the meaning of Art. 4 No. 7 GDPR

- Lidl Dienstleistung & Co KG, Bonfelder Str. 2, 74206 Bad Wimpfen
- ProVeg e.V., Genthiner Straße 48, 10785 Berlin

Contact details of the data protection officer:

You can contact us with questions about data protection or in the event of complaints at: datenschutz@lidl.de

Your rights as a data subject:

Pursuant to Art. 15 GDPR, you have the right to obtain from the controller access to the personal data concerning you and, pursuant to Art. 16 GDPR, the right to rectification of inaccurate data or erasure if one of the grounds specified in Art. 17 GDPR applies, e.g. if the data is no longer required for the purposes pursued. There is also the right to restriction of processing if one of the conditions specified in Art. 18 GDPR applies and, in the cases of Art. 20 GDPR, the right to data portability.

If the data processing is based on your consent in accordance with Art. 6 (1) a GDPR, you can withdraw your consent at any time without affecting the lawfulness of the data processing up to the time of withdrawal. In addition, you can object to data processing in accordance with Art. 21 GDPR, insofar as the processing is carried out in accordance with Art. 6 (1) f GDPR.

Right to lodge a complaint with a supervisory authority:

You have the right to lodge a complaint with a supervisory authority if you are of the opinion that the processing of the data concerning you violates data protection regulations. The right to lodge a complaint can be asserted with the supervisory authority of Baden-Württemberg, which is responsible for the Lidl service, or with the data protection supervisory authority of the federal state in which you reside.

Obligation to provide:

The provision of personal data is neither legally nor contractually required. However, it is required for participation in the competition. Failure to provide personal data may result in non-participation in the competition.

Automated individual decision-making:

There is no automated individual decision-making including profiling in accordance with Article 22 (1) and (4) GDPR.