

Terms and Conditions Lidl Plus

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1 Area of Application and Relationship to other Regulations

These Lidl Plus terms and conditions (“**terms and conditions**”) regulate the participation in the customer service programme Lidl Plus (hereinafter referred to as “**Service**”) by using the mobile Lidl Plus Application (“Lidl Plus App”), as well as reserving products (“Reservation function”) via the Lidl Plus App. The service is operated by Lidl Stiftung & Co. KG (hereinafter referred to as “**Lidl Stiftung**” or “**we**”). However, Lidl Stiftung is entitled to involve subcontractors and/or other Lidl companies; hereinafter referred to with Lidl Stiftung as “**Lidl Companies**” or “**Lidl**”) to provide the service. Some data processing requires the involvement of the Lidl-Group (hereinafter referred to as “group of companies” [here](#)). The service is directed at consumers (hereinafter referred to as “**user**” or “**you**”), who wants to reserve the products via the Lidl Plus App and/or who want to receive the information personalised by Lidl about offers and specials from Lidl and selected cooperation partners, which correspond as closely as possible to the interests of the respective person. The use of the Lidl Plus App aims is also that the users receive more relevant content, and that Lidl does not send such content that is not of interest to the user. The basis for determining relevant content is the purchasing and usage behaviour with regard to the products and services of the Lidl Companies, as described below. The service is made available on the basis of the following terms and conditions. You can call up and save or print out the currently valid Terms and Conditions at any time [here](#). We do not save the text of the contract after it has been concluded.

Lidl Outlet stores (where applicable) are currently not part of the Lidl Plus programme. In our Outlet stores you cannot use the benefits of the Lidl Plus or identify yourself as a Lidl Plus customer at the till.

2 Conditions for Participation

You must be 18 years old or over and using the Lidl Plus Service for your personal, non-commercial use to join and use our Lidl Plus Service.

These terms apply to the use of our Lidl Plus Service in the republic of Ireland and Northern Ireland. The Lidl Plus Service may be available in other regions however you may be required to accept local terms before you are able to use the Lidl Plus Service in another region.

3 Registration, Account and conclusion of contract

To make use of our service, you must create an account.

You make a binding offer to register for the service and to use the functional scope of the service by clicking on the "Continue" button in the app and providing all requested information, entering the username and password for your My Lidl Account ("Login Data") and clicking on the "Sign Up" button ("Offer"). You will not incur any costs as a result of this offer. Until you click on the "Continue" button, you can cancel the registration process at any time or change the information you have provided by deleting, adding or correcting the information provided in the various fields or by closing the app. After completing the registration process, you can change the information provided in your personal account at any time.

Upon receipt of your offer to conclude the contract, we will send a confirmation of receipt of the offer ("order confirmation") to the email address you provided during registration. This order confirmation also represents our acceptance of the offer ("conclusion of contract") and contains a verification link. The service can be used as soon as you have received the order confirmation.

Because we are offering the service voluntarily and at no cost to you, we have the right to deny the creation of an account in individual cases without stating a reason.

The e-mail address and mobile phone number that you give cannot be allocated to another account. It is also not permitted to give an e-mail address, mobile phone number or other contact data that do not belong to you, especially so called "throw-away e-mail address". You must store your access data safely. It is not permitted to allow other persons access to your account.

Every interaction with Lidl that takes place through your account is attributed to you. This is also the case if a third person acts via your account, if this third person was able to use your account due to your negligent behaviour. It is your duty to inform us immediately about any unauthorised use of your account and to change your access data if you suspect your account has been used by another person(s).

You have the following options for registration with Lidl Plus:

- Via our Lidl Plus app, which is available for various mobile platforms.

During the registration a customer number is automatically assigned to you.

4 Subject of the Service when using the Lidl Plus app

The "Use of the Lidl Plus App" within these Terms and Conditions means the use of the Lidl Plus App from the first log in in your Lidl Plus Account, which may take place automatically after successful registration. Section 6 applies to the use of the reservation function (where applicable). Please note that you can only use the full scope of use of the service if you use the Lidl Plus app. If you do not use the Lidl Plus app, the reservation function (where applicable) will not be available to you."

4.1 Tailored Information

The purpose of the service when using the Lidl Plus App is to send you or display in the Lidl Plus app information as tailored to your needs as possible and – insofar possible – also design our offers and services for you in a personal way.

Participation in Lidl Plus is free of charge.

With Lidl Plus you will benefit from a wide range of services tailored to your needs when using the Lidl Plus App. This contains among other things offers specially matched with your needs and desires, the participation in competitions, discounts, and special offer actions. To this end, we will try to determine your interests and preferences in relation to products and services offered by Lidl.

If we ask you for your consent for the processing of your data as described below, the information concerned will only be processed for the purposes of Lidl Plus if you have given your consent.

4.2 Data Collection and Storage

The basis for the determination of offers suited to you is provided by the data listed in the following paragraph:

4.2.1 Registration for Lidl Plus

As part of the registration process, we request the following customer data: first name, second name, date of birth, e-mail address, mobile phone number and preferred Lidl store. It is optional to provide us your: salutation, gender, and your home address (street, house number, post code, city, and country). To set the preferred store the geo localisation function of your mobile device can be used.

4.2.2 Data from My Lidl

If you have voluntarily provided certain information about your circumstances and interests in your My Lidl Account, we also collect this information as part of Lidl Plus.

4.2.3 Store Visits

When you identify yourself during your store visit at either the cash register, hot beverage vending machines (where applicable) or other vending machines (where applicable), we record the store you visited, the products purchased according to amount, type and price, the coupons redeemed, the receipt total, the average amount of your receipts over a period of time, the frequency of your purchases as well as time of payment process and payment type. With the allocation of your purchase to your customer account we pursue the purpose stated in paragraph 4.1, e.g., to be able to make you offers especially adapted to your preferences and interests as well as offer participation in specials.

At the till you identify either with your digital customer card or with the mobile phone number provided at registration. Coupons in Lidl Plus are only taken into account during the checkout process if you have activated them beforehand in the app under "Coupons".

4.2.4 Customer Service

When you contact the customer service of the Lidl Companies, we process the data that you provide in this context.

4.2.5 Use of the App

When using the Lidl Plus app we collect information about the store where you buy. In addition, we collect information about all content viewed in the app such as activated coupons, your notification settings, the participation in lotteries, viewed articles and your selected main store. We also collect information about your interaction with the app such as visited sections, the screens seen during each session, the number of clicks and scrolls. Additionally, we process your customerID (LoyaltyID), information about the operating system version you use, the device identification, the system language, and the chosen country, as well as the app version used by you. We collect this information about your app use in part only subject to your consent under data protection law. Please refer to our [data protection policy](#)

4.2.6 Product reservation

If you reserve products (where applicable) via the Lidl Plus App and purchase them in your local store, we also collect information about your use of our reservation service and the products purchased.

4.2.7 Login Details

Your login details are stored and used to carry out the login. So that you do not have to login again every time you open the Lidl Plus app, your login details are saved in the Lidl Plus app (encrypted) until you log out of the account.

4.2.8 Offers from Partners

Within the Lidl Plus App, you can receive discounted offers from time to time. The redemption of discounted offers may be through:

- (i) the use of a generic or individualised identification number (promotional code) assigned by the respective partner when redeeming the offer;
- (ii) The requirement to identify yourself as a Lidl Plus customers using the digital customer card rather than a promotional code;
- (iii) Accessing the partners website through a link in the Lidl Plus App.

Promotional codes and offers provided by partners are not an offer provided by us; the receipt and use of the offers is subject exclusively to the conditions and data protection information of the relevant partner concerned.

As such, the offers which we make available to you from our partners may be amended and/or removed from time to time, for example if the relevant partner is no longer able to provide the offer on its original terms in unavoidable circumstances. The partners may inform us if you have redeemed the offers.

In the event that you redeem a special offer within Lidl Plus which, as a condition of the special offer requires you to obtain goods or services directly from one of our partners, the partners will provide us with your contact details (email address and telephone number) so that we can correctly apply the offer to your Lidl Plus account.

Insofar as the function “Offers from Partners” contains external links (hyperlinks) to websites of third parties, these linked websites are exclusively subject to the content responsibility of the relevant operator.

4.2.9 Mobile Payment

General

The Lidl Plus app also gives you access to a Mobile Payment Service ("Lidl Pay"), whereby you have the option to register with your credit- or debit card in order to conveniently pay for your purchased goods or services using your mobile device at various payment locations (e.g., checkout, etc.).

You can use credit and debit cards of Visa, Mastercard and Maestro for this service. However, the use of the mobile payment function may be subject to additional conditions and data protection information of the relevant payment service provider. The required registration within the Lidl Plus App takes place in a protected environment of the payment service provider concerned.

Procedure of the card registration process

You can store several credit/debit cards for use in Lidl Pay. Before you can create a card for the first time, you are asked to create a personal PIN. This PIN does not relate to your credit/debit card PIN, instead you can choose your own personal PIN. If you use other authentication procedures, the terms of use and data protection information of the respective service providers may also apply (for example with regards to the TouchID or FaceID functions from Apple).

Once the initial card registration has been defined or additional cards have been added, you will be directed to the payment service provider's website for card registration within the app. Here you can enter the required data (card number, validity, credit card verification number (CVV2)). When the registration is confirmed in the form, a token is generated after the data has been checked by the payment service provider; this token is stored in your Lidl Plus customer profile. This token is an identifier that does not contain any card data and is only used by the payment service provider to assign the registered card to your credit- or debit card during a transaction.

If the card registration is successful, the payment service provider will send us the first 6 or 8 (depending on the length of the Bank Identification Number) and last 4 digits of your card number as well as the expiry date of the card and assign it to your Lidl Plus customer account in addition to the token.

Procedure of the payment process

When you call up your digital Lidl Plus customer card, you can use a slider to confirm/approve that you want to use mobile payment at the till. This setting is retained until you

change it again. If you have selected mobile payment, you must enter your PIN (as created in the “procedure of the card registration process” stage) before each payment transaction to generate the digital code. This code is valid for 15 minutes. After these 15 minutes, you will need to create a new code.

During the payment process, the token that identifies your credit card is sent to the payment service provider along with the amount to be paid and other transaction-specific information. Once the payment service provider confirms the transaction, your purchase of goods or services will be completed, and you will receive your receipt with the relevant card transaction details as with any other credit- or debit card purchase of goods or services.

In order to be able to carry out the payment process in accordance with the statutory provisions of Directive (EU) 2015/2366 ("PSD 2"), the applicable national transposition laws and the delegated Regulation (EU) 2018/389, we use our service providers to enable your credit institution or the issuing office of your means of payment (such as your debit or credit card) to carry out customer authentications and preliminary risk analyses in order to assess the necessity of such customer authentication. This is to ensure that you use the means of payment yourself and not another person with improper intent. This information relates in particular to your personal data, the current transaction and your previous payment behaviour.

Diligence in handling the pin

In order to ensure the safety of your Lidl Pay details, you are recommended not to (1) pass on the PIN that you have set up for mobile payment to any third parties, (2) store it separately from your mobile telephone and in particular (3) not to store it e.g., in the note function of your mobile telephone.

Blocking of Lidl Pay

Please note, we are entitled to block Lidl Pay for you in the following cases:

- If this is necessary to protect the legitimate interests of us or the payment service provider,
- in the event of misuse or fraudulent use of the Lidl Plus app or Lidl Pay or if there is suspicion of misuse or fraudulent use of the Lidl Plus app or Lidl Pay,
- if the PIN for Lidl Pay has been entered incorrectly five consecutive times.

Blocking Lidl Pay means that you will no longer be able to make payments through Lidl Pay. We will inform you about any blocking of Lidl Pay as possible before the blocking, stating the reason. The same applies to unblocking.

Forgot PIN

In case you are unable to remember your Lidl Pay PIN, you have the option to change your PIN and create a new PIN without losing the data you initially entered during the registration process.

Depending on the payment data you have stored with Lidl Pay, you must perform a single or double security check in order to be permitted to create a new PIN. The security check can include the query of the payment data, the validation of the mobile phone or other details such as the expiry date of the registered debit- or credit card.

4.2.10 My Lidl Points

General

With the Lidl Plus App loyalty program ("Lidl Points"), you can collect digital points when you shop at a [participating Lidl store](#). You can exchange the points you collect for reward coupons available in the Lidl Plus app.

Lidl Plus is for personal and consumer use only and cannot be used for any business transaction, which will constitute abuse.

Lidl reserve the right to remove, suspend or deduct points accrued if Lidl have reason to believe the Lidl Points scheme is being abused by a Lidl Plus user.

Lidl can amend or cancel the Lidl Points scheme, including these terms and conditions, at any time without any liability.

Collecting points

To collect points, you must scan your digital Lidl Plus card at the till during the check-out process. Points are collected for every 1 euro you spend on qualifying purchases and assigned to your Lidl Plus customer number. For every 1 euro of purchase value in our Lidl stores, you will receive 25 points. This applies to all purchases in our Lidl stores (except non-qualifying products such as alcohol, lottery tickets, newspapers, medicines, gift cards, infant milk formula, mobile top-up, or check-out bags) Other products may also be excluded from the scheme at the discretion of Lidl.

Points will be credited up to 48 hours after your purchase at a Lidl store ("availability"). You can view your current My Lidl points balance at any time in the Lidl Plus app at Lidl Points.

Points cannot be added from receipts retrospectively.

Points can only be collected on the first 3 transactions on the Lidl Plus card per day.

Redeeming points and rewards

You can redeem your points in the Lidl Plus App when you reach the required level of points for reward coupons.

When redeeming points, individual redemption conditions may apply for the selected coupon. This includes, but is not limited to, a validity period for redemption. Lidl Plus Users should familiarise themselves with the individual redemption conditions prior to selection and redemption against point balance. The individual redemption conditions of the coupon can be found on the detail page of the respective coupon. The validity periods provided for in the coupon terms and conditions depend on the availability and stocking of the products in the store you have selected. To redeem the reward coupons in a participating Lidl store, you must activate them in the Lidl Plus App under the menu item "Coupons" and then identify yourself with your digital Lidl Plus customer card at the till.

If you have been unable to redeem a coupon due to lack of availability in store or due to a fault on the part of Lidl, you can contact customer service e.g., via our contact form in the app or by phone to request an extension. Coupons will not be extended where the failure to redeem the coupon does not rest with Lidl. All decisions on the extension of a coupon shall be the sole discretion of Lidl.

The collected points will not be exchanged for cash or any monetary value or deducted as part of the purchase price total in general when shopping. Points are non-transferable. You can currently redeem your points at participating Lidl stores only.

Expiry of points

Points must be used within 24 months of issue to your Lidl points balance.

If you return a product, the points you have earned for the purchase of the product will be deducted from your Lidl points balance. This may leave you with a negative points balance, which you can replenish with points.

Faulty items acquired using coupons redeemed against Lidl points may be exchanged in store for the same item (direct exchange). If this is not possible you can contact customer service e.g., via our contact form in the app or by phone. In addition, Lidl returns policy applies in the case of faulty items.

If you terminate the participation according to section 10 or the user relationship for your My Lidl Account, your points will be deleted on the deletion of your Lidl Account. In this case, you will not be required to compensate for a negative points balance.

4.2.11 Online Shop/other digital services (only where applicable)

We receive from Lidl details about your use of the Lidl online shop (where applicable) or any other apps, websites or digital services belonging to the group of companies such as click and collect services, flower shop, travel booking, online receipts, photograph services, Mr. Cuisine app, Lidl Home app, Lidl Liddle Club, etc. (only where applicable) especially selected and purchased products, payment and delivery method information, your use of such digital services, the coupons you have redeemed, the voucher amount etc. are, and if possible, allocate them to your person or your e-mail address or customer number. Furthermore, the collected details will be matched with the information about your purchases in the on-site shop to be able to make you offers specially designed to your preferences and interests, to offer you participation in special promotions and to better tailor a possible advertising approach, in the form of newsletters.

4.2.12 Newsletters of other service providers

Furthermore, if you gave your consent to receive the newsletter of the online shop or of any other services described in the previous paragraph and operated by the group of companies, we can receive information from said companies about your user behaviour in relation to that newsletter, including such information like the time of opening of the newsletter, the links or areas clicked by you, duration and frequency of use.

4.2.13 Newsletter/ Push Messages/ SMS

In addition, we collect information about your user behaviour in relation to the newsletter and other information that we send you as push messages or SMS, store and if possible, assign it to you or your e-mail address or customer number. In relation to this we collect information about time of opening the message, the links or areas clicked by you, selected products, time, duration and frequency of use.

4.3 Data Analysis

The data described in 0 is brought together in our database. We evaluate the data with the aim of finding such information about your interests, so that we will only send or show you information relevant to you. To determine possible product interests, we also use mathematical statistical methods. For this your personal data is compared with the data from other customers. On the basis of this comparison, we can then deduce which other products and promotions in which other customers with comparable interests might also be of interest to you or other customers. However, Lidl does not take legal

obligation that the data processing will always work in exactly the described way and you only receive offers that interest you. Furthermore, we create analytics about your use of the app as well as user segmentation profiles. We associate this information with you for advertising purposes covered by this contract. We also gain general insights into the optimisation of our app and the success of our advertising campaigns. We provide our advertising partners with statistically processed anonymous data on the success of their advertising campaigns for billing purposes. Our advertising partners cannot trace this information back to you personally.

Not included in the evaluation are special categories of personal data in the sense of Article 9 Paragraph 1 GDPR.

5 General Conditions for Using the Service

This section only applies when using the Lidl Plus app (as defined in section 4 of this Terms and Conditions). For the use of the reservation function applies section 6. Please note that you can only use the full scope of use of the service when using the Lidl Plus app.

To use the Lidl Plus service, a valid mobile number, an e-mail address and a My Lidl Account is required.

To also use the Lidl Plus app, the participant must download the software from an app store. Specific software versions are available for different types of mobile phones. For technical reasons it may not be possible to offer a suitable software for some types of devices. If no suitable software is available for the mobile phone of the participant, this participant cannot use the services on the relevant device. However, Lidl Stiftung will make an effort to offer the software for as many different mobile models as possible. Due to the continuously changing product offering on the mobile end devices market, Lidl Stiftung cannot offer a current list of all mobile phones that are suitable for using the services.

Software installation and using of the services presupposes regular data transfer from the participant's mobile phone. Volume and frequency of data transfer depend on the type and scale of service use. The connection costs for the data transfer are borne by the participant. The volume depends on the contract the participant has with his relevant mobile provider.

The cost to set up an internet connection and its maintenance on user side is not part of the Lidl Stiftung service. It is sole responsibility of the contractual arrangement between the participant and his internet provider.

The use of the Lidl Plus service also presupposes sufficient battery and screen brightness to scan the QR code during the check-out process.

The participant has the obligation to install the updates offered by Lidl. They will be informed about this while using the software. The use of the Lidl Plus service on manipulated end devices (e.g., through jailbreaking/rooting) is not permitted.

6 Function of reservation

This section 6 applies to the use of the reservation function. The reservation is available only in Lidl Plus App (where applicable) .

6.1 Subject

The reservation function (where applicable) enables you to reserve the products specified in more detail in the Lidl Plus app and then pick them up at the local store of your choice. To do this, you must first register for the service via the Lidl Plus app in accordance with Section 3. Please note that some products in our range are only available for a limited time. We therefore reserve the right to restrict or deactivate the reservation function in the Lidl Plus app at any time without prior notice.

6.2 Non-binding nature of the reservation

The reservations (where applicable) are free of charge and non-binding. A reservation does not give rise to any main contractual obligations, i.e., a reservation neither obliges you to purchase nor does a reservation give rise to a claim on your part for the presentation or transfer of the products.

6.3 Reservation process

The reservation function (where applicable) in the Lidl Plus app will automatically show you the products that are available in your selected shop. If the products are not available in the selected shop, you have the option to switch to another shop. You make a reservation by first selecting the product in the desired quantity in the Lidl Plus app and clicking on "Re-serve" to place the product in the shopping basket. Within the shopping basket, you can still change the quantity of the selected products or remove products from the shopping basket. The reservation is completed as soon as you click on "Reservation confirmation" in the shopping basket. You will then receive a confirmation of receipt of your reservation to the e-mail address you provided during registration. As soon as the reserved products have been deposited in the shop and are ready for collection,

you will receive a collection notification by e-mail. The exact holding time of your reserved products in the selected shop can be found in the Lidl Plus app as well as in the pick-up notification. It is not possible to extend the holding time in the shop. You can also track the status of your reservation at any time in the app.

6.4 Collection and purchase in the shop

To collect your reserved products (where applicable), please contact a branch employee at the selected store and inform them of the order number of the reservation - which can be found in your Lidl Plus app, the reservation confirmation or in your collection notification. The purchase of the reserved products then takes place by paying for the products on site in the checkout area of the shop. The contractual partner is the Lidl company operating the selected shop.

6.5 Subsequent change and cancellation of the reservation

You can change or cancel fully or partly the reservation at any time in the "Your Reservation" section in the Lidl Plus App by clicking on the "Change" or "Cancel Reservation" button respectively. By clicking on the "Change" button, your previous reservation will be cancelled, and all your originally reserved products will be added to the shopping cart again. You can then edit the shopping cart and confirm the reservation again by clicking on "Reservation confirmation". If the reservation is not reconfirmed, no products will be reserved. After each change or cancellation of your reservation, you will receive a confirmation message to the e-mail address you provided during registration.

As an alternative to cancellation or if cancellation of the reservation is no longer technically possible because the reservation is no longer in the "in preparation" status, you can also allow the reservation to lapse by not collecting the reserved products within the holding period specified in Clause 6.3.

6.6 History

As long as the reservation function is active in the Lidl Plus app, your reservations will be displayed in your account.

7 Your Obligations

You must

- provide correct details at registration and update your profile;

- keep your password secret and change in case of misuse or suspected misuse and
- use the service in correspondence with applicable legal regulations.

8 Withdrawal

8.1 Right of withdrawal

You have the right to cancel this contract within 14 days without giving any reason. The withdrawal period is 14 days from the day of the conclusion of the contract.

In order to exercise your right of withdrawal, you must send us

Lidl Stiftung & Co. KG
Stiftsbergstraße 1, 74167 Neckarsulm, Germany
WhatsApp: +35314212300
E-mail: customer.services@lidl.ie

by means of a clear declaration (e.g., a letter sent by post, fax or e-mail) of your decision to revoke this contract. You may use the enclosed model cancellation form for this purpose, which is, however, not mandatory. In order to comply with the withdrawal period, it is sufficient that you send the notification of the exercise of the right of withdrawal before the expiry of the withdrawal period.

8.2 Consequences of the withdrawal

If you cancel this contract, we must reimburse you for all payments we have received from you, including delivery costs (with the exception of additional costs resulting from the fact that you have chosen a type of delivery other than the cheapest standard delivery offered by us), without delay and at the latest within 14 days of the day on which we received notification of your cancellation of this contract. For this repayment, we will use the same means of payment that you used for the original transaction, unless expressly agreed otherwise with you; in no case will you be charged for this repayment.

If you have requested that the services begin during the withdrawal period, you must pay us a reasonable amount corresponding to the proportion of the services already provided up to the point in time at which you notify us of the exercise of the right of withdrawal with regard to this contract compared to the total scope of the services provided for in the contract.

8.3 Cancellation form

[Withdrawal Form \(lidl.ie\)](#)

9 Liability

We shall be liable without limitation for intent and gross negligence as well as for damages resulting from injury to life, body or health.

In cases of slight negligence, we shall only be liable in the event of a breach of an essential contractual obligation. An essential contractual obligation in this sense is an obligation on the fulfilment of which makes the execution of the contract possible in the first place and on the fulfilment of which the contractual partner may therefore regularly rely. In this case, liability is limited to the typical and foreseeable damage at the time of the conclusion of the contract.

The limitations of liability shall apply accordingly in favour of our employees, agents and vicarious agents.

Any liability on our part for guarantees expressly designated as such and for claims based on the Product Liability Act shall remain unaffected.

In all other respects, any liability on our part shall be excluded.

10 Termination, Deletion

The participant has the right to end participation at any time without giving reasons by pressing the function "Delete user account". A termination from the side of Lidl Stiftung is also possible at any time with prior notice of 10 days without giving reasons. The right of the parties to extraordinary termination for important reasons remains untouched.

11 Final Provisions

The European Commission provides an Online Dispute Resolution Portal under <http://ec.europa.eu/consumers/odr/>. However, we are not obliged and not willing to participate in the dispute resolution proceedings before a consumer arbitration board.

If any term of these Lidl Plus Terms of Use is found to be unenforceable, this will not affect the validity of the other terms

These Lidl Plus Terms of Use are in English and any communications we send to you will be in English.

These Lidl Plus Terms of Use are governed by Irish Law and any disputes or court proceedings arising from them are subject to the non-exclusive jurisdiction of Ireland and Northern Ireland.