

## **TodayFM x Lidl Price Is Always Right Radio Competition Terms and Conditions 2025**

### **1. Competition**

1.1 The Lidl Price is always right competition takes place on the Ray Foley show on TodayFM (the 'Competition') promoted by Lidl Ireland GmbH (the 'Promoter' or 'Lidl') having its place of business at Lidl Head Office, Main Road, Tallaght, Dublin 24, Ireland.

### **2. Eligibility Requirements**

2.1 Participants must be over 18 years of age and be resident in the Republic of Ireland to be eligible to participate, direct employees of the Promoter, affiliated companies of the Promoter, partners, families, or anyone associated with this Competition are excluded.

2.2 Participants are not permitted to participate on behalf of other persons and third parties.

2.3 The promotion period will commence on 13<sup>th</sup> January and run until 17<sup>th</sup> January (the 'Promotion Period').

2.4 This Competition is free to enter.

### **3. Participation in the Competition**

3.1 To participate in the Competition, each participant will need to during the Promotion Period:

**Step 1:** Go to the TodayFM website to enter the competition which is on this [link](#)

**Step 2:** Fill in all personal details correctly.

**Step 3:** Click on the submit button to submit your application.

3.2 All Steps must be completed in order to enter the Competition.

3.3 Participants can only enter the Competition once.

### **4. Prize**

4.1 Each winner will have a choice of **one** of the following prizes **only**:

**Prize 1:** Year Supply of Lidl High Protein marketed foods limited to the following brands subject to availability: Milbona, SKYR, Crownfield, Coolree, Gelatelli) to the value of €500

**Or**

**Prize 2:** Year Supply of Lidl ready made foods (limited to the following brands: Irish Ready to Cool Meals, Chef Selects, Fit Foods) to the value of €500

**Or**

**Prize 3:** Trolley Dash x1 (to the value of €500)

A mix of €100/€150/€200/€500 Lidl vouchers (with a higher volume of €100 & €150).

### **5. Selection and notification of winners**

5.1 A "Winner" is a participant that is selected at random following expiry of the Promotion Period, from the eligible entries received

5.2 Winners will be selected at random at the end of the Promotion Period from the eligible entries received.

5.3 Winners will be selected on **Friday 17<sup>th</sup> January** & contacted by TodayFM. Winners will be required to confirm their selected prize as well as any additional information as required by Lidl & TodayFM to administer the Competition. Winners will have to confirm details for delivery of prize with TodayFM. In the event a winner fails to respond by the Response Deadline with the information requested, they forfeit their right to a prize.

5.4 A participant can only win one prize, in the event a participant is selected as a winner multiple times, a substitute winner will be selected.

### **6. Marketing**

6.1 The winners agrees that in consideration of the prize and their acceptance of same, the winner may be required for promotional activity and the winner agrees to partake in same. Promoter may use their name, hometown, image and likeness (likeness as it has been captured or in an altered manner, by employees, agents or subcontractors of the Promoter or anyone working on behalf of the Promoter and/or by local/other media) for purposes of internal/external advertising, promotion or publicity in any media without additional compensation and the winner agrees to take part in such related promotional activities as the Promoter may require. In such

circumstances, the winners personal data will be processed on a contractual basis and in the Promoter's legitimate interests. Lidl Ireland may publish all confirmed winners on the Lidl website/social media platforms.

#### **7. Miscellaneous**

- 7.1 The prize is strictly non-refundable. No cash or other prize will be offered.
- 7.2 Any breach of these terms and conditions may invalidate an entry and/or result in forfeiture of the prize. The Promoter reserves the right to cancel, terminate, modify, or suspend the Competition and/or vary Competition rules, including these terms and conditions, without prior notice.
- 7.3 The Promoter and its associated companies accept no responsibility for any damage, loss, injury (other than for death or personal injury arising from negligence), malfunction or disappointment of any kind, however so arising from participation in the Competition or acceptance of the prize, whether due to error, omission by the Promoter its employees or agents, or for any other reason, and participants agree to indemnify the Promoter in this regard through their engagement with the Competition.
- 7.4 The participant has no right to compensation and acknowledges the decision on the prize winner by the Promoter is final.
- 7.5 No correspondence will be entered into regarding either the selection process or the outcome of the Competition.
- 7.6 In the event of any dispute regarding these terms and conditions and conduct of the Competition, the decision of the Promoter will be final with no right of appeal.
- 7.7 The Promoter reserves the right to refuse to award the prize to a winner or to disqualify any participant where, in its sole view, there is a breach of these terms and conditions or where it deems it necessary to do so at its sole discretion.
- 7.8 These terms and conditions shall be governed by Irish law and the courts of Ireland shall have exclusive jurisdiction over interpretation of same.
- 7.9 If any provision of these Terms and Conditions are found to be invalid or unenforceable, the remaining provisions will continue in full force and effect. The invalid or unenforceable provision will be deemed modified to the extent necessary to make it valid and enforceable, or if not possible, will be severed from these Terms and Conditions

#### **8. Data Protection**

- 8.1 By participating in the Competition, participants agree to the processing and storage of any personal data provided by them to Lidl Stiftung & Co KG and to the transferring of such data to the Promoter as a processor of such data for the purpose of administering the Competition as well as promotional activities around the Competition including, but not limited to posts on social media sites by the Promoter.
- 8.2 The Promoter will ensure that all personal data will be processed in compliance with data protection law.
- 8.3 Lidl Ireland GmbH is the controller for the processing of personal data of the participants and winners. For any questions relating to Lidl's processing of personal data in relation to the Competition, participants may contact:

Lidl Ireland GmbH  
Main Road  
Tallaght,  
Dublin 24  
data.controller@lidl.ie

For any queries around the processing of personal data in relation to the Lidl Plus App, participants should refer to the Terms and Conditions Lidl Plus and Data Protection Policy Lidl Plus. In addition, participants may contact:

Lidl Stiftung & Co. KG  
Stiftsbergstraße 1  
74167 Neckarsulm  
Germany  
dataprotection@lidlplus.ie

- 8.4 Furthermore, the Promoter may collect any other personal data required for the purpose of carrying out the Competition.
- 8.5 The Promoter will use the personal data collected in the context of the participation in the Competition only to operate the Competition (e.g., drawing winners, notifying winners, sending the prize). The legal basis for the processing in the context of the Competition is generally participants' consent—which consent underlies the operation of user accounts under the Lidl Plus App.
- 8.6 Photographs, videos and data as set out in clause 6, of the winner(s) may be taken during the prize giving; these may be published together with the name and hometown of the winner in promotional media of the organizer (e.g., press release, lidl.ie, employee magazine, social media). This data is processed on the basis of contract in consideration of the prize.
- 8.7 Data will not be transferred outside of the EU and is only transferred to third parties where this is necessary for the implementation of the Competition (e.g., sending the prize via a logistics company) or in order to publish the winner (e.g., on Facebook or other social media channels). Apart from that, data will not be transferred to third parties.
- 8.8 At the end of the Competition and announcement of the winner(s), the personal data of participants will be deleted. Personal data belonging to winners will be retained for a minimum of 3 years and the image of winners may be used in Lidl's marketing activities.
- 9 Participants have the right to access their personal data, to withdraw their consent (if applicable), and in certain circumstances, the right to erasure. Participants may also object to Lidl's processing of their data if such processing is based on Lidl's legitimate interest. Data protection questions or concerns can be addressed to data.controller@lidl.ie. Participants may also contact the Data Protection Commission for Ireland.