Terms and conditions for participation in the competition "Lidl's Plastikinitiativ – På vej mod en hverdag med mindre plastik"

Organizer
The competition "Lidl's Plastikinitiativ" is organized by Lidl Danmark K / S, CBR 26630797, Profilvej 9, 6000 Kolding.

Timeframe
The application period begins on Thursday September 17, 2021 at 08:00 a.m. and ends on Wednesday October 27, 2021 at 23:59 p.m. Applications must be submitted within this period. Lidl does not handle applications that are unfinished or that have not been submitted within the application period. It is the participant’s own responsibility that the application arrives on time.

Participation
Along with the application, a proposal for a business plan for the idea must be prepared. The business plan is made by explaining the points specified in the application form which can be downloaded at Lidl.dk/Plastikinitiativ. The application should then be sent to Plastik@Lidl.dk.

Conditions for participation
Everyone is entitled to participate in the competition, including students, individuals, start-ups, small businesses, etc. We expect the participant to be able to present a well-thought-out idea that deals with reducing plastic in one way or another. The idea must not necessarily be able to be implemented in Lidl. We also support ideas outside the retail industry. All participators must be 18 years of age or older to enter the competition. No fee is charged for participation and participation is not conditional on purchase. Employees of Lidl or Lidl's partners may not participate in the competition.

It is a condition for participation in the competition that the finalists can participate in person at the final event in Aarhus on November 11, 2021 between 13:00 - 18:00 p.m.

Costs
All participants are responsible for participation-related costs and materials for the competition. Lidl does not compensate for any costs or time spent. The participant is also responsible for obtaining potential consent from his employer for participation in the competition.

Selection of the winner
The applications received are read and evaluated by an internal jury in Lidl, which selects the participants who advance in the competition. All competition participants are contacted directly via e-mail, regardless of whether they have advanced in the competition or not. The participants who go on are invited to an event where they get the chance to present their idea to a jury consisting of internal and external experts within the field. The jury then makes an assessment and selects a final winner of the competition. There can only be one winner.

The idea will be judged on the following criteria:

- Relevancy – does the project contribute to the objectives?
- Potential – how much progress can the project contribute to?
- Implementation potential – how easy is the idea to implement?
- Ease of use – how accessible/easy is it for the consumer?
• **Degree of innovation** – how innovative is the idea?

**Prize**
The prize consists of:

- A check for DKK 25,000.
- Sparring and advice from the environmental organization Plastic Change of 10 hours spread over 2 years.
- A Lidl gift basket consisting of selected Lidl products from our private labels worth DKK 294.60.

The prize cannot be exchanged for cash or replaced with other products. The prize cannot be transferred to another person. The winner is not obliged to accept the prize. If the prize is not accepted, Lidl reserves the right to draw a new winner.

**Prize giving**
The prize is received immediately after the jury has chosen a winner. The money prize will be transferred to the winner’s bank account specified by the participant 30 days after the award ceremony. The winner is responsible for any costs associated with receiving the prize.

**Taxation**
The winner is liable to tax on the gain and must therefore report the value thereof to the Danish Tax Agency (SKAT). However, Lidl Danmark compensates the winner for the taxable value of the gain and also assists in reporting it if necessary.

**Cancellation of participation**
It is possible for all participants to freely cancel their participation in the competition. In this case, the participants’ acceptance of the use of data, for the competition, will also be canceled. Any cancellation can be notified by e-mail Plastik@Lidl.dk. With the cancellation of participation in the competition, any subsequent winnings are no longer possible.

**Rights**
The participant is responsible for ensuring that the idea submitted to the competition does not infringe the rights of any third party and that the participant has the full intellectual property rights to the idea.

The winner undertakes to give Lidl the right to make commercial use of the winning idea and contained concepts, models and other material that can have independent protection, either alone or with the assistance of a third party (full right of use) including the right to make changes in connection with the realization of the idea or individual parts thereof. This right of use is valid for 3 years. The winner is also entitled to take advantage of, develop and offer the idea to other actors within the field in such a way that the winner’s and/or the third party’s own actions do not limit Lidl’s right of use.

Following the announcement of the winner, the winner accepts that "Vinder af Lidls Plastikinitiativ 2021" will be added to the title of winning idea in connection with the competition. The final wording and placement of the text is made in collaboration between Lidl and the winner. If the winner wishes to waive his rights in connection with the idea or material contained in the submitted, the winner undertakes to give Lidl a right of first option. Lidl must always be entitled to match a final purchase offer from a third party. Lidl is not obliged to accept the offer. The terms of any transfer are agreed between the parties.
**Lidl’s responsibility**
Lidl is not responsible for applications or incomplete contact information that has not been received for technical or other reasons. Lidl is not responsible for questions regarding the redemption of the prize or the costs associated with the prize. Lidl is also not responsible for consequences or damages that arise in connection with the publication of the winner’s idea proposal or in connection with the competition.

**Conditions for changes in the competition**
Lidl reserves the right to change the terms of the competition without prior notice and to suspend or cancel the competition if there are objective reasons for doing so. Lidl may at any time exclude participants who do not comply with the rules, terms, and conditions of the competition.

**Language**
The primary language will be Danish and the event itself will also take place in Danish and in Denmark. However, it will be possible to send your application in English and to present your idea in English for the event with the possibility of the following dialogue being in English.

By participating in the competition, the participant agrees to the above competition terms and conditions. The participants cannot subsequently make claims against Lidl.

**Information about the processing of your personal data**
As data controller, Lidl Danmark K/S has an obligation to inform you about the processing of the personal data that Lidl Danmark processes about you.

If you have any questions about the processing, or if you wish to make use of your rights, you can contact Lidl Denmark’s data protection adviser at databeskyttelse@lidl.dk

**Identity**
Lidl Danmark K/S
Profilvej 9
6000 Kolding
CBR. 26630797

**Purpose**
In regards to the selection of participants for the final event, Lidl processes personal information about you that is necessary to be able to inform you whether you have advanced in the competition or not and to be able to link your idea with you.

If you are selected to participate in the final event, your full name will be published on Lidl’s digital platforms as well as the platforms of relevant partners for the competition, in order to make it known that the finalists have been selected.

Lidl also wishes to publish image and video material from the final event on Lidl’s digital platforms and to pass on image and video material to relevant partners for publication on their digital platforms and as a press release. This is with the aim of exposing the initiative and the winning idea. Information about your full name and your hometown can also be passed on for this purpose.
This processing will only take place with your expressed consent. Consent will be obtained when the finalists are selected and prior to the final event.

What personal information?
Lidl will process the following categories of information about you:

- Full name (all participants)
- Mail address (all participants)
- Phone number (all participants)
- Photo- and video material (only finalists)
- Hometown (only finalists)

Legal basis
The processing of your personal data takes place in accordance with the Data Protection Regulation Article 6 (1) (b) and (a) as regards information from the final event.

Transfer to third parties
If you are selected to participate in the final, information about your full name will be transferred to the data recipients listed below:

1. Plastic Change
2. Aarhus BSS
3. Dansk Erhverv
4. Press release (media in DK)

Based on the finalists’ consent, photo and video from the final event material as well as information about the hometown of the finalists are also transferred to the same data recipients. Further information on this will appear from the statement of consent obtained from the final participants.

Storage/deletion deadlines
The contact information will be deleted when the competition is over and the prize is handed over to the winner. Published photo and video material will be deleted after 3 years.

Information on this will also appear in the statement of consent obtained from the final participants.

Rights
- Your right to insight: You have the right to access the information that is processed about you.
- Your right to rectification (correction): In some cases, you have the right to have incorrect information corrected.
- Your right to deletion: In special cases, you have the right to have personal information deleted.
- Your right to restrict processing: In certain cases, you have the right to have the processing of personal data restricted.
- Your right to object: In certain cases, you have the right to object to Lidl’s otherwise lawful processing of your personal data.
• Your right to receive information (data portability): In certain cases, you have the right to receive your personal information in a structured, commonly used and machine-readable format and to have the personal information transferred from one data controller to another without hindrance.

Complaint?
You have the right to lodge a complaint with the Data Protection Supervisory Authorities if you are dissatisfied with the way in which Lidl processes your personal data. You will find the Data Protection Agency’s contact information at www.datatilsynet.dk

More information
Read more about the competition at Lidl.dk/Plastikinitiativ or contact the project manager Maibritt Braukmann, Maibritt.Braukmann@Lidl.dk.