**Before We Continue: To Process Your Data**

As the operator of the **Lidl websites and Lidl apps**, we process your data on our websites and apps (together: **“Lidl services”**) using various techniques that **store and access information** on your device. Some are **technically necessary**, while others require your consent—also by partners (including separate or joint controllers, 8 partners in connection with the **IAB TCF**, including **Utiq**).

These techniques allow for:

• **Convenient settings** (e.g., remembering preferences).

• **Statistical analysis** of website usage.

• **Personalized advertising** within and outside Lidl services.

• **Measurement of advertising effectiveness** (e.g., tracking purchasing behavior).

If you are a **Lidl Plus** participant, your **store purchasing behavior** will also be processed for advertising purposes. Additionally, **partner data about your purchasing behavior** in Lidl services may be shared to measure advertising campaign success.

By **agreeing**, you also consent to the use of **Utiq technology** and your **telecommunications network operator** to create a unique identifier for recognizing you across services operated by third parties. You can revoke this consent specifically via the **Utiq data protection portal** or within **“Customize” → “Use of telecommunications-based Utiq technology for digital marketing.”**

Further information, including **data storage duration** and your right to revoke consent at any time, can be found in our **Privacy Policy**.

**Options:**

**[Agree]** – Accept all processing.

**[Decline]** – Allow only essential cookies.

**[Adjust]** – Customize your consent settings.

**Inside the Adjust Option: Determine the Scope of Consent**

You can **give your consent individually** based on the following purposes and functions:

• **Technically Necessary Cookies**

• Ensures website functionality (display, login, shopping cart, preferences).

• **Comfort**

• Adapts website settings based on user preferences (e.g., language, regional product availability).

• **Statistics**

• Enables pseudonymous **user analytics** for website improvements.

• **Self-Promotion**

• Allows **personalized ads** based on Lidl user data.

• **Advertising and Success Measurement (IAB TCF)**

• Involves **ad tracking, measurement, and optimization** using the **IAB Transparency and Consent Framework**.

• **Storage of or Access to Information on a Device**

• Allows cookies, device identifiers, and similar technologies.

• **Use of Reduced Data to Select Advertisements**

• Limits ads based on website usage and basic location data.

• **Creation & Use of Profiles for Personalized Advertising**

• Tracks **website behavior, shopping history, and demographic data**.

• **Measurement of Advertising Performance**

• Determines the effectiveness of ads displayed across different platforms.

• **Analysis of Target Groups & Service Development**

• Uses **user data for improving products and services**.

• **Use of Accurate Location Data**

• Allows ad targeting based on precise **geolocation data** (requires explicit consent).

• **Security & Fraud Prevention**

• Protects against fraud, unauthorized access, and ad manipulation.

• **Device Identification & Cross-Device Tracking**

• Recognizes **linked devices** to serve targeted ads across multiple platforms.

• **Use of Telecommunications-Based Utiq Technology for Digital Marketing**

• Enables **cross-platform recognition** via telecom provider data.

• **Use of the EUID for Digital Marketing**

• Hashes email addresses for **targeted online advertising**.

• **Store and Transmit Your Privacy Decisions**

• Ensures **user preferences are saved and shared appropriately**.

**[Decline]**

**[ALLOW SELECTION]**