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]