

Lidl Ireland GMBH is the Data Controller responsible for your personal data collected through this application.

We collect the following personal data: Name, Business Email Address, Business Address, and other business metrics such as Annual Revenue (where applicable and provided).

Your data will be used solely to assess the suitability of your business for our Kickstart supplier development programme, which includes the potential for a promotion week or training.

We process your data based on our Legitimate Interests (Article 6(1)(f) GDPR). Our interest is to effectively manage the supplier discovery and assessment process, which is necessary to enhance our product range and support local business growth.

Your application data is strictly reviewed by personnel within two departments: the Kickstart Programme Team and our Buying Team (if your application passes the initial screening). We do not share your application data with external third parties for marketing purposes.

For Unsuccessful Applicants: Your application data (including personal contact information) will be retained for a maximum of 12 months after the conclusion of the selection round to allow for internal review and in case a future opportunity arises. After this period, it will be securely deleted or anonymised.

For Successful Applicants: Your data will become part of our ongoing supplier records and will be retained for the duration of our commercial relationship plus 7 years thereafter for legal, tax, and accounting purposes.

You have the right to access your personal data, request its rectification or erasure, and in certain circumstances, object to the processing based on legitimate interests. To exercise these rights, please contact our DPO (details below).

If you have any questions regarding how we handle your data, please contact the Data Protection Officer at: data.controller@lidl.ie