

“TELL ALDI” PRIVACY POLICY

1. This page (together with the documents referred to on it) sets out the basis on which your personal data will be used in respect of the “Tell ALDI” Competition (the “**Competition**”).
2. ALDI is committed to respecting your privacy and complying with its obligations under the Data Protection Act 1998. Please read the following carefully to understand our views and practices regarding your personal data and how it will be treated.
3. Please note that by entering the Competition you are providing information to:
 - a. ALDI Stores Limited (“**ALDI**”), a company registered in England and Wales under company number 2321869. Our registered office is at Holly Lane, Atherstone, Warwickshire, CV9 2SQ; and
 - b. InMoment, Inc (“**InMoment**”), a customer experience optimization company helping ALDI to run the Competition and process the information received through the associated survey. Inmoment are registered in the United States of America with company number 5070894-0142 which registered office is at 310 East 4500 South, Suite 450, Salt Lake City, UT 84107.
4. This Policy specifically sets out the specific issues which arise in connection with the personal data which you provide in entering the Competition. This policy applies in addition to:
 - a. ALDI’s standard website privacy policy (from time to time) which can be found at www.ALDI.co.uk; and
 - b. InMoment’s standard website privacy policy (from time to time) which can be found at www.inmoment.com/privacy-policy/.
5. Your entry to the Competition will require you to provide ALDI and InMoment with the following information:
 - a. your name;
 - b. your e-mail address or phone number;
 - c. if you win the Competition, your address; and
 - d. if you win the Competition and it is requested by ALDI, proof of your age.
6. ALDI and InMoment will use the information you provide in relation to the Competition in the following ways:
 - a. **Your name and county of residence:** These may be used:
 - to contact you in relation to the Competition (this may include contacting you to discuss any comments you make when entering the Competition); or
 - on ALDI’s Twitter page, www.ALDI.co.uk and/or www.tellALDI.com, if you win the Competition;
 - b. **The contents of your Competition entries:** You agree that we own the copyright in such entries and may use them free of charge in media coverage and marketing materials relating to the Site and the Competition, in ALDI’s in-store leaflets, on the ALDI website and/or on social media channels, including:
 - [Twitter.com/ALDIuk](https://twitter.com/ALDIuk);
 - [Facebook.com/ALDIuk](https://facebook.com/ALDIuk); and
 - pinterest.com/ALDIukstores.

Subject to point 6a. above, we will not use any personal information about you in any such media or marketing materials without first obtaining your express consent for us to do so.

ALDI and InMoment may also use, store and analyse Competition entries for the purpose of improving the ALDI shopping experience.

- c. **Your e-mail address or phone number:** This may be used to contact you in relation to the Competition (this may include contacting you to discuss any comments you make when entering the Competition);
 - d. **Your address:** Further to point 6a. above, should you win the Competition this will be used to deliver your prize to you. This may also be used to contact you in relation to the Competition (this may include contacting you to discuss any comments you make when entering the Competition); and
 - e. **Proof of your age:** This will be used to verify that you are old enough to have entered the Competition.
7. The Data Protection Act 1998 gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to meet the costs in providing you with details of the information held about you.
 8. Any changes we may make to this privacy policy in the future will be posted on this page. Please check this page regularly to ensure you are familiar with the current version.
 9. If you have any questions about this privacy policy please contact us at <https://customerservice.ALDI.co.uk/contact> or call us on 0800 042 0800.
 10. This privacy policy was created in July 2014 and amended in February 2015.