



## Privacy Notification

### UEFA Official Hospitality Portal Registration

<b>Identity of the Data Controller</b>	<b>Union des Association Européennes de Football (UEFA)</b> and <b>UEFA Events SA (“UEFA Parties”)</b> , whose offices are located at Route de Genève 46, 1260 Nyon 2, Switzerland, acting as data controller, via the UEFA Official Hospitality Client Web Portal available at <a href="https://hospitality.uefa.com/account">https://hospitality.uefa.com/account</a> (“ <b>Portal</b> ”), where you can apply for and purchase official hospitality packages.
<b>Categories of personal data</b>	<p><u>When creating an account on the Portal</u>, you are requested to provide the following personal data, where relevant:</p> <ul style="list-style-type: none"><li>• first name(s) and last name</li><li>• email address</li><li>• company name (for company account)</li></ul> <p>We also collect data generated by your activity on the Portal: log information such as Internet protocol (IP) address, navigation behaviour through the website, device and software used, the time/date/duration of your visit, and other similar information and parameters related to your operating system and computer environment.</p> <p>The list and description of cookies used on the Portal is available under the section “Cookie Settings”.</p>
<b>Purposes of the processing</b>	The personal data are collected and processed for the purposes of providing you with access to the Portal in order to prepare to apply for, purchase and be allocated (if your application is successful) with official hospitality packages for UEFA events.
<b>Legal basis</b>	<p>The personal data are processed on the basis that such processing is necessary in order to create your account on the Portal.</p> <p>➤ Legal basis for the data processing is Article 6 (1) lit. b of the GDPR and Article 31 (2) (a) of the FADP.</p> <p>If you give us your consent at the time of the creation of your account, your contact details will be processed by UEFA Parties to provide you by electronic means with information and publicity on UEFA’s official hospitality products, services and events.</p> <p>If you do not or no longer wish to receive any offers and information from UEFA Parties, you can opt-out directly in your account and/or via opt-out link in the respective electronic message.</p> <p>➤ Legal basis for the data processing is Article 6 (1) lit. a of the GDPR and Article 31 (1) of the FADP.</p> <p>If you give us your consent, your data generated by your activity on the Portal will be processed by UEFA Parties and/or authorised third parties in accordance with our Cookie Policy.</p> <p>➤ Legal basis for the data processing is Article 6 (1) lit. a of the GDPR and Article 31 (1) of the FADP.</p>
<b>Failure to provide the data</b>	You are free to create an account on the Portal and provide your personal data to UEFA Parties. If you do not provide personal data, you may not create an account.

<b>Categories of recipients</b>	<p>You understand that the personal data will be available to UEFA Parties. UEFA Events SA has contracted SecuTix SA, Avenue Général-Guisan 70A, 1009 Pully, Switzerland, for managing the Portal, acting as data processor in this context.</p> <p>Technical service providers may access certain personal data for the sole purpose of maintaining the security and performance of the Portal, also acting as data processor(s) in this context.</p>
<b>Onward transfer</b>	<p>UEFA Parties will not, in principle, transfer your personal data to countries outside of the European Economic Area (EEA).</p> <p>When the recipients identified above are located in a country which does not ensure an adequate level of protection within the meaning of applicable data protection laws, UEFA Parties (i) have put in place European Commission approved standard contractual clauses to protect your personal data and/or (ii) will rely on your consent (where permitted by law).</p> <p>To learn more about those safeguards, please contact us at: <a href="mailto:privacy@uefa.ch">privacy@uefa.ch</a>.</p>
<b>Your rights</b>	<p>You may request access or update your personal data in the Portal by contacting us at: <a href="mailto:hospitality@uefa.ch">hospitality@uefa.ch</a>.</p> <p>In addition, you have certain rights under Chapter 4 of the FADP, depending on the legal basis and the purpose of the processing, in particular the right of access (Article 25 of the FADP) and the right to data portability (Article 28 of the FADP) or under Chapter III of the GDPR, depending on the legal basis and the purpose of the processing, in particular the right of access (Article 15 of the GDPR) and the rights to rectification (Article 16 of the GDPR), erasure (Article 17 of the GDPR), restriction of processing (Article 18 of the GDPR), and data portability (Article 20 of the GDPR), as well as the right to object (Article 21 of the GDPR). You can assert these rights towards both UEFA Parties.</p> <p>The data privacy team can be contacted at: <a href="mailto:privacy@uefa.ch">privacy@uefa.ch</a>.</p> <p>You have also the rights that are set out in Article 32 of the FADP or the right to lodge a complaint with your local Data Protection Supervisory Authority and have the ability to seek to enforce your rights through a judicial remedy. The list of relevant local Data Protection Supervisory Authorities in the European Union is available <a href="#">here</a>.</p>
<b>Retention period</b>	<p>The personal data is only collected and processed by UEFA for no longer than is necessary for the purposes described above, unless the use of such personal data is further required for ongoing administrative or judicial proceedings or, where necessary, for preventing or detecting unlawful actions.</p>
<b>Personal data obtained from others</b>	<p>IF YOU SUBMIT PERSONAL DATA ON BEHALF OF OR FOR OTHERS, YOU CONFIRM HAVING A LAWFUL BASIS FOR THE SUBMISSION (E.G., CONSENT OR CONTRACT) AND HAVING INFORMED THE DATA SUBJECT OF THE CONTENT OF THIS PRIVACY NOTIFICATION PRIOR TO DATA CAPTURE. YOU ACCEPT THE RESPONSIBILITY OF INFORMING EACH PERSON OF THESE RULES AND PROCEDURES. UEFA PARTIES ARE ENTITLED TO REQUIRE AT ANY TIME EVIDENCE OF SUCH LAWFUL BASIS AND OF THE PROVISION OF SUCH INFORMATION.</p>
<b>Additional information</b>	<p>You understand and acknowledge that your personal data is being collected and processed in accordance with the UEFA Privacy Policy, which is available at <a href="https://www.uefa.com/privacypolicy">https://www.uefa.com/privacypolicy</a>.</p>
<b>Definitions</b>	<p>FADP: Swiss Federal Act on Data Protection RS 235.1</p> <p>GDPR: EU General Data Protection Regulation 2016/679</p>