



2024 UEFA Club Finals
OFFICIAL HOSPITALITY PRIVACY NOTIFICATION

Identity of the Data Controller	<p>Union des Association Européennes de Football (UEFA) and UEFA Events SA (“UEFA Parties”), 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, the UEFA Official Hospitality Online Sales Portal, the Order Form, the UEFA Official Hospitality department directly (either by telephone or email) and/or the App in accordance with the 2024 UEFA Club Finals Official Hospitality Terms and Conditions (the “Terms and Conditions”).</p> <p>Capitalised terms used but not defined in this Privacy Notification are defined in the Terms and Conditions in the context of which this Privacy Notification must be taken note of and read in the official hospitality application process.</p>
Categories of personal data	<p><u>When creating an account on the UEFA Official Hospitality portals or requesting offers from UEFA Parties</u>, you are requested to provide the following personal data, where relevant:</p> <ul style="list-style-type: none">• title• first name(s) and last name• email address• telephone number• date of birth• residence address (billing and delivery address)• company name (for company account)• registered office address (for company account) <p>We also collect data generated by your activity on the UEFA Official Hospitality portals: 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 UEFA Official Hospitality portals is available under the section “Cookie Settings”.</p> <p><u>When finalizing an Order</u>, you are requested to provide the following additional personal data:</p> <ul style="list-style-type: none">• authorised representative(s) first name and surname, employment position, contact telephone number and contact email address (for company account)• payment details such as credit or debit card details

	<p><u>When Tickets are distributed to you</u>, you will be requested to provide additional personal data for you and your Guest(s) on the App.</p> <p><u>When attending the Match(es)</u>, your voice, image and likeness may be recorded during your time in the Stadium ("Recordings").</p>
Purposes of the processing	<p>The personal data are collected and processed:</p> <ul style="list-style-type: none"> (i) for the purposes of providing you with access to the UEFA Official Hospitality portals and/or a Package supply (if the Order is confirmed) and in this respect for organising and running the Official Hospitality sales for the relevant Match (ii) for the purposes of any relevant safety, security and sanitary measures related to the relevant Match. <p>The Recordings are also used for the purposes of public reporting and promotion of the Tournament in general and the respective Match(es).</p>
Legal basis	<p>The personal data are processed on the basis that such processing is necessary in order to create your account on the UEFA Official Hospitality portals and process your application for Official Hospitality Packages in accordance with the Terms and Conditions – including for determining your eligibility – on the UEFA Official Hospitality portals and entering into a purchase contract with UEFA Parties (if your Order is confirmed).</p> <p>➤ Legal basis for the data processing is Article 6 (1) lit. b of the GDPR.</p> <p>The personal data are processed on the basis that such processing is necessary for the purpose of the legitimate interest of guaranteeing an effective security system and a safe environment inside and around the Stadium, as well as to combat the unlawful sale of Tickets.</p> <p>The use of the Recordings is also necessary for the purpose of the legitimate interest of public reporting and promotion of the Match.</p> <p>➤ Legal basis for the data processing is Article 6 (1) lit. f of the GDPR.</p> <p>If you give us your consent at the time of your Order, your contact details will be processed by UEFA Parties to provide you by electronic means with information and publicity on UEFA's products, services, commercial activities and events.</p> <p>If you do not wish to receive, or no longer wishes 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.</p> <p>If you give us your consent, your data generated by your activity on the UEFA Official Hospitality portals 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.</p>
Failure to provide the data	<p>You are free to apply for Official Hospitality Packages on the UEFA Official Hospitality portals and provide your personal data to UEFA Parties. If you do not provide personal data, you may not apply for, purchase and/or be allocated Official Hospitality Packages for the Match.</p>
Categories of recipients	<p>You understand that the personal data will be available to UEFA Parties. UEFA Events SA has contracted SecuTix SA, Avenue Frédéric-César-de-La-</p>

	<p>Harpe 22 – 24, 1007 Lausanne, Switzerland, for managing the UEFA Official Hospitality portals, acting as sub data processor in this context.</p> <p>Technical service providers may access certain personal data for the sole purpose of (i) maintaining the security and performance of the UEFA Official Hospitality portals, (ii) detecting online fraud, and (iii) issuing and distributing Packages, also acting as data processor(s) in this context.</p> <p>Official Sales Agents may access certain personal data for the purpose of performing functions on UEFA’s behalf.</p> <p>Third parties authorised by UEFA in each case (e.g., broadcasting, press) may process, exploit and publicly reproduce the Recordings for the purposes of public reporting and promotion of the Match.</p> <p>The Host Association, the relevant Stadium Owner, the stadium security and access service providers and any such other providers which help to organise the Match and maintain safety and security (including in relation to sanitary measures) may access certain personal data for the purposes of providing their services.</p>
Onward transfer	<p>UEFA will implement appropriate safeguards in the event of a transfer of personal data to the parties identified above located in a country which does not ensure an adequate level of protection within the meaning of applicable data protection laws. To learn more about those safeguards, please contact us at: privacy@uefa.ch.</p>
Storage	<p>All personal data provided to UEFA shall be stored in UEFA’s online ticketing and hospitality platform, which is managed by SecuTix SA, Avenue Frédéric-César-de-La-Harpe 22 – 24, 1007 Lausanne, Switzerland.</p>
Your rights	<p>You may access, update or delete your personal data and/or send your requests regarding your rights regulated under all applicable laws, by contacting us at: hospitality@uefa.ch.</p> <p>The data privacy team can be contacted at: privacy@uefa.ch.</p> <p>You have also the right to lodge a complaint with their local Data Protection Supervisory Authority and have the ability to seek to enforce their rights through a judicial remedy. The list of relevant local Data Protection Supervisory Authorities in the European Union is available here.</p>
Retention period	<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 relating to the relevant Match or, where necessary, for preventing or detecting unlawful actions.</p>
Personal data obtained from others	<p>IF YOU SUBMIT PERSONAL DATA ON BEHALF OF OR FOR OTHERS, YOU CONFIRM HAVING OBTAINED ANY NECESSARY CONSENT AND HAVING INFORMED THEM OF THE CONTENT OF THIS PRIVACY NOTIFICATION PRIOR TO DATA CAPTURE. YOU ACCEPT THE RESPONSIBILITY OF INFORMING EACH PERSON OR ENTITY OF THESE RULES AND PROCEDURES. UEFA IS ENTITLED TO REQUIRE AT ANY TIME EVIDENCE OF THE PROVISION OF SUCH INFORMATION.</p>

Additional information	You understand and acknowledge that your personal data is being collected and processed in accordance with the Terms and Conditions and the UEFA Privacy Policy, which is available at https://www.uefa.com/privacypolicy .
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