

**2017 UEFA EUROPA LEAGUE™ FINAL - Ticketing Personal Data Privacy Policy
("Privacy Policy")**

February 2017

1. Definitions

In this Privacy Policy, the following words and expressions shall have the following meanings:

Applicant	any natural person over 18 years of age with legal capacity to enter into an agreement for purchase of the Tickets to the 2017 UEFA Europa League Final™ in accordance with the Terms and Conditions.
Application Form	the electronic form filled-in and submitted by an Applicant online via the Ticket Portal in order to make a Ticket Request.
Guest	an individual accompanying the Successful Applicant (as defined in the Terms and Conditions) to the Match to whom Tickets may be transferred in accordance with the Terms and Conditions and whose details were provided on the Application Form.
Host Association	Svenska Fotbollförbundet, Evenemangsgatan 31, Box 1216, 171 23 Solna, Sweden which is responsible for the organisation and staging of the Match in Sweden. For the avoidance of doubt, the Host Association is deemed to be the "organiser" of the Match under the applicable law.
Match	the final match of the UEFA Europa League™ 2016/2017 to be held at the Stadium on 24 May 2017 (or on such other date/location as notified by UEFA).
Stadium	the entire premises of the Friends Arena, Råsta Strandväg 1, 169 79 Solna, Sweden, including all areas which require a Ticket (or hospitality pass, if applicable) to gain access.
Terms and Conditions	the 2017 UEFA Europa League™ Final Ticketing Terms and Conditions available on the following website: http://uefa.to/2kJdFO4
Ticket(s)	the paper or plastic ticket held by the Ticket Holder which (subject to the Terms and Conditions) grants the Ticket Holder the right to attend the Match and occupy a seat at the Stadium as indicated on each such Ticket.

Ticket Holder	any person who is in actual and legitimate possession of a Ticket including, without limitation, Successful Applicants (as defined in the Terms and Conditions) and Guests (as applicable).
Ticket Portal	the internet platform, on which Applicants can apply for Tickets at: https://europaleague.tickets.uefa.com/
Ticket Request	the order placed by an Applicant via the Application Form for Ticket(s) to the Match in accordance with the Terms and Conditions.
UEFA	Union des associations européennes de football, whose offices are located at Route de Genève 46, 1260 Nyon 2, Switzerland and any wholly owned subsidiary thereof, including but not limited to UEFA Events SA.

2. Objective of the Privacy Policy

The Ticket Request and the potential subsequent purchase of Ticket(s) for the Match are made through the Application Form available on the Ticket Portal.

The Ticket Portal is owned and managed by UEFA, an association under Swiss Law located at Nyon. During the application and submission of the Ticket Request, it is requested that the Applicants provide certain personal data. The personal data provided is kept in a database whose software is located in Switzerland and is processed in compliance with the applicable law on data protection, in particular the Swiss Federal Act of 19 June 1992 on Data Protection.

UEFA is committed, in the course of its activities and in compliance with the applicable law on data protection, to ensure the protection, the confidentiality and the security of your personal data, as well as to respect your privacy. The commitments described in the Privacy Policy fulfil the values, the principles of action and behaviour of UEFA and is established in compliance with Swiss law and more specifically with the Swiss Federal Act of 19 June 1992 on Data Protection.

3. Application scope of the Privacy Policy

The Privacy Policy covers the processing of the personal data that UEFA collects on the Ticket Portal or when Applicants submit the Application Form, as described below.

The Privacy Policy does not apply to the practices of any companies or legal entities that UEFA does not own or control or to the practices of any persons that UEFA does not employ or manage, including without limitation third-party advertisers or sponsors to whom you provide

information. UEFA is not responsible for the privacy policies or practices of other websites to which you may enter from the Ticket Portal.

4. UEFA collects and processes personal data fairly and lawfully

UEFA collects and processes personal data for the following three purposes: for organisational and security purposes related to the Match and any other match(es) organised and run by UEFA (4.1), for the purposes of the Match Ticket sales (4.2), and for commercial purposes (4.3).

4.1 Personal data collected and processed for organisational and security purposes related to the Match and any other match(es) organised and run by UEFA

UEFA collects and processes the Applicant's following personal data: gender, surname, first name(s), date of birth, place of birth, nationality, passport / ID number, country of residence, telephone number, email address, complete postal address and up-to-date credit card details. The Applicant shall also provide the following personal data for each Guest as indicated in the Application Form, which shall be collected and processed by UEFA: surname, first name(s), date of birth, nationality and passport/ ID number. All such personal data is collected and processed for the purpose of processing the Ticket Requests as well as for the purposes of identification and security related to the Match and any other match(es) organised and run by UEFA.

Personal data is required and is necessary for the identification of persons interested in attending the Match and to guarantee an effective security system inside and around the Stadium as well as to combat the unlawful sale of Tickets for the Match and any other match(es) organised and run by UEFA.

UEFA may disclose the abovementioned personal data to its service providers and third parties, in particular to Stadium security and access service providers, as well as to the Host Association and the Swedish authorities for the above mentioned purposes, and in the performance of their activities.

Personal data in respect of the ID or passport number will not be transferred, under any circumstances, to UEFA's business partners or third parties, with the exception of the cases processed under the Privacy Policy. This personal data will only be transferred to Stadium security and to access service providers as well as to the Swedish authorities and only to the extent necessary to maintain safety and security order during the Match.

4.2 Personal data collected and processed for Match Tickets sales purposes

UEFA collects and process personal data regarding surname, first name(s), complete postal address, as well as credit card details (which will be only used for the purchase of Ticket(s) following their allocation, in accordance with the Terms and Conditions), for the purpose of invoicing and delivery of the Tickets.

In accordance with the Terms and Conditions, UEFA is responsible for the sales of the Tickets.

UEFA may disclose the abovementioned personal data to its services providers for the above mentioned purposes, and in the performance of their activities.

4.3 Personal data collected and processed for commercial purposes

Provided that you have given your consent in the Application Form or Ticket Portal, personal data regarding surname, first name(s) and email address will be collected and processed by UEFA to provide you by electronic means with information and publicity on UEFA's products, services, commercial activities and events.

If you do not wish to receive, or if you no longer wish to receive any offers and information from us, you can specify this directly in your account.

In addition, the processing of personal data for commercial purposes is subject to the provisions of the UEFA Privacy Policy, which is available on the following website: <http://www.uefa.com/privacypolicy.html>.

5 UEFA adopts the necessary measures to ensure the security of personal data

UEFA implements appropriate technical and organisational measures to protect personal data gathered on the Ticket Portal against any loss, alteration or unauthorised disclosure or access.

UEFA may disclose the abovementioned personal data to its services providers for the sole purpose of their activities and in the performance of their activities. UEFA requires its employees and service providers to act in compliance with the applicable law on data protection and in due consideration of the confidentiality of the data.

UEFA ensures the security of the banking data gathered on the Ticket Portal by using industry standards SSL encryption to protect data transmissions.

UEFA utilises a notification mechanism whereby it informs the person concerned in the event of a breach in the security of their personal data.

6 Right to access to your personal data

You may request access to your personal data, or that inaccurate or incomplete personal data related to you, be corrected or eventually deleted where the purpose of data processing has lapsed or ceased to be applicable for other reasons, at any time by [clicking here](#).

To do so, UEFA may require you to provide verification of your identity (e.g. copy of official Identification Document with a photo mentioning your date & place of birth).

UEFA may refuse, restrict or defer your request where a formal enactment so provides, where this is required to protect the overriding interests of third parties and/or where its own overriding interests so require where UEFA has the right to do so under the applicable law on data protection.

7 Data retention

Personal data gathered on the Ticket Portal in accordance with articles 4.1 and 4.2 is only collected and processed by UEFA for no longer than is necessary for the purpose of processing as described in the Privacy Policy, unless the use of personal data is further required for ongoing administrative or judicial proceedings relating to the Match and any other match(es) organised and run by UEFA.

Personal data gathered on the Ticket Portal in accordance with article 4.3 is only collected and processed by UEFA for no longer than is necessary for the purpose of the processing and is subject to the provisions of the UEFA Privacy Policy, available on the following website:

<http://www.uefa.com/privacypolicy.html>.