2027 UEFA CLUB FINALS
OFFICIAL HOSPITALITY PRIVACY NOTICE

This privacy notice relates to the 2027 UEFA Club Finals Official Hospitality. This privacy notice will inform you about personal data that is collected and processed in connection with the ticketing sales. This privacy notice applies to every individual who applies for Tickets.

Definitions	**GDPR**: the EU General Data Protection Regulation 2016/679 **KVKK**: the Turkish Law on the Protection of Personal Data No. 6698. **Terms and Conditions**: the 2027 UEFA Club Finals Official Hospitality Terms and Conditions available at https://uefa-official-hospitality-storage.uefa.com/pdfs/2027-terms-and-conditions.pdf. Capitalised terms used but not defined in this Privacy Notice are defined in the Terms and Conditions in the context of which this Privacy Notice must be taken note of and read in the ticket application process. In relation to the 2027 UEFA Conference League Final, Applicable Laws include the KVKK.	
Identity of the Data Controller	**Union des Associations Européennes de Football (UEFA), UEFA Club Competitions SA (trading as UC3)** and **UEFA Events SA (**together **"UEFA Parties")**, whose offices are located at Route de Genève 46, 1260 Nyon 2, Switzerland, acting as joint controllers, via the UEFA Official Hospitality Client Web Portal, the UEFA Official Hospitality Online Sales Portal, the Request Form, the UEFA Official Hospitality department directly (either by telephone or email) and/or the App in accordance with the Terms and Conditions. UEFA is responsible for the processing activities related to the Match(es). UC3 is the exclusive entity responsible for the exploitation of the commercial rights, including the sales of Packages, in respect of the Match(es). UEFA Events SA, as the seller of the Packages, is responsible for the processing activities related to the UEFA Official Hospitality Client Web Portal, the UEFA Official Hospitality Online Sales Portal, the Request Form, the UEFA Official Hospitality department directly (either by telephone or email) and/or the App.	
Purposes	**Categories of personal data processed**	**Legal basis**
Official Hospitality application		
Creating and managing your account on the UEFA Official Hospitality portals and/or processing your request	• first name(s) and last name • date of birth • email address • mobile telephone number • passport/ID issuing country • residence address (billing and delivery address) • company name (for company account)	Contract (Article 6(1)(b) GDPR).

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	• registered office address (for company account) • additional information regarding the Match(es)	
	• In relation to the 2027 UEFA Champions League Final and 2027 UEFA Women's Champions League Final, passport/ID number • any additional data as required under Applicable Laws or at the request of the competent authorities	Legal obligation (Article 6(1)(c) GDPR).
Payment processing		
Finalising Order and Processing payment	• authorised representative(s) first name and surname, employment position, contact telephone number and contact email address (for company account) • payment method and details	Contract (Article 6(1)(b) GDPR).
App registration and mobile ticket delivery		
Registering your account in the App, delivering mobile Tickets (if your Order is confirmed), enabling ticket management functionalities and facilitating access to the Match	• first name(s) and last name • date of birth • email address • mobile telephone number • passport/ID issuing country • gender (optional, for aggregated statistical and reporting purposes only) and for your Guest(s): • first name(s) and last name • date of birth	Contract (Article 6(1)(b) GDPR).
	• In relation to the 2027 UEFA Champions League Final and 2027 UEFA Women's Champions League Final, passport/ID number • any additional data as required under Applicable Laws or at the request of the competent authorities	Legal obligation (Article 6(1)(c) GDPR).
UEFA Official Hospitality portals operation and analytics		
Providing, securing and maintaining the UEFA Official Hospitality portals	• email address • technical information (e.g. log information such as Internet protocol (IP) address, navigation behaviour through the website (in particular, by using cookies), device and software used, the time/date/duration of	Contract (Article 6(1)(b) GDPR).

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Analysing UEFA Official Hospitality portals usage and improving user experience through cookies and similar technologies	your visit, and other similar information and parameters related to your operating system and computer environment.) The list and description of cookies and similar technologies is available under the section "Cookie Settings". Please see our UEFA Cookie Policy available at https://www.uefa.com/cookiepolicy/	Consent (Article 6(1)(a) GDPR).
Hospitality Collection Point/ticketing centre (if applicable)		
Verifying the identity of ticket holders and preventing fraud, misuse or unauthorised access in connection with ticket collection or issuance.	• photograph	Legitimate interests (Article 6 (1) (f) GDPR) in preventing ticket fraud, verifying ticket ownership and ensuring secure ticket distribution.
Marketing and communications		
Sending promotional communications regarding UEFA products, services, events and commercial activities	• first name(s) and last name • email address	Consent (Article 6(1)(a) GDPR).
Sending operational communications concerning your account, application, Tickets or attendance at the Match		Contract (Article 6(1)(b) GDPR) where the communication is necessary to administer your account, application or tickets. Legitimate interests (Article 6(1)(f) GDPR) where the communication relates to operational matters associated with attendance at the Match.
Requesting feedback and conducting fan experience surveys		Legitimate interests (Article 6(1)(f) GDPR) in evaluating and improving fan experience and event

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		services.
Public reporting and promotion of the Match		
Producing, broadcasting, publishing and promoting audio-visual coverage of the Match and related events.	• voice, image and likeness ("Recordings").	Legitimate interests (Article 6 (1) (f) GDPR) in documenting, reporting on and promoting the Match and UEFA competitions.
Safety & Security		
Ensuring safety, security and access control at and around the Stadium.	• first name(s) and last name • date of birth • email address • passport/ID issuing country • address (street, postcode, town/city, country/region) • mobile phone number • additional information regarding the Match • technical information • Recordings (via a closed-circuit television system) • any additional data as required under Applicable Laws or at the request of the competent authorities	Legitimate interests (Article 6(1)(f) GDPR) and, where applicable, compliance with legal obligations (Article 6(1)(c) GDPR).
Detecting, investigating and preventing fraud, unlawful resale, misuse of Tickets and breaches of Terms and Conditions.		Legitimate interests (Article 6(1)(f) GDPR).
Complying with applicable legal, regulatory and law enforcement requirements.		Legal obligation (Article 6(1)(c) GDPR).
Obligation to provide the data	You are free to apply for Official Hospitality Packages on the UEFA Official Hospitality portals and provide your personal data to UEFA Parties. However, if you refuse to provide personal data, then you will not be eligible to apply for, purchase and/or be allocated Official Hospitality Packages for the Match. You will not be obliged to complete any survey which we may send to you. The data collected from any survey will be collected and stored in anonymised form.	
Categories of recipients	You understand that your personal data will be available to UEFA Parties and their parent or related companies. UEFA Events SA has contracted SecuTix SA, Av. Général-Guisan 70A, 1009 Pully, Switzerland, for managing the UEFA Official Hospitality portals, acting as sub data processor in this context. 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	

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	data processor(s) in this context. Official Sales Agents may access certain personal data for the purpose of performing functions on UEFA Events SA's behalf. Third parties authorised by UEFA Parties in each case (e.g., broadcasting, press, individuals/influencers) may process, exploit and publicly reproduce the Recordings for the purposes of public reporting and promotion of the Match. The Host Association, affiliates of the Host Association with tasks regarding the staging of the Match, 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. The transfer of personal data to the relevant public authorities, based on legal provisions and obligations, for the purpose of safety, security and sanitary measures and law enforcement related to the Match(es), is reserved.
Onward transfer	UEFA Parties will not, in principle, transfer your personal data to countries outside of the European Economic Area (EEA), with the exception of data processing within Switzerland by UEFA Parties or any service providers identified above. The EU Commission has decided that Switzerland ensures an adequate level of data protection (Article 45 of the GDPR). In the event that personal data will be transferred to a third party in a country outside of the EEA and Applicable Laws within that country are not deemed to provide an adequate level of protection in accordance with Applicable Laws, then UEFA Parties will ensure that there is another lawful mechanism in place to ensure the safety and security of the transferred personal data, such as standard contractual clauses, adequacy regulations or another lawful transfer mechanism. Alternatively, UEFA Parties may rely upon your consent in order to proceed with the international data transfer, where permitted by law.
Your rights	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. If you do not or no longer wish to receive any marketing communications from UEFA, you can opt-out directly in your account and/or via opt-out link in the respective electronic message. In addition, you have certain rights 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 have also 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

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	judicial remedy.
Contact details	If you have any questions or complaints regarding the processing of your data in connection with the Official Hospitality sales or wish to exercise any of your data subject rights as described in this privacy notice, you can do so by contacting privacy@uefa.ch.
Retention period	The personal data is only collected and processed by UEFA Parties 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 Match or, where necessary, for preventing or detecting unlawful actions or due to statutory retention obligations. In case of anonymisation, the data will only be available to us in the form of metadata, without any direct personal reference, for statistical analysis purposes (for example, number of applications per country etc).
Personal data obtained from others	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 NOTICE 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.
Additional information	We reserve the right to adjust and update this privacy notice at any point in time to ensure that it is in line with the current legal requirements at all times, or accounts for changes to the ticketing sales and related processes. In such circumstances, the updated privacy notice will apply to the processing of your personal data in connection with the ticketing sales. **Last updated**: 09 November 2026

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