



# BALLON D'OR™ 2026 OFFICIAL HOSPITALITY PRIVACY NOTIFICATION

## BALLON D'OR™ 2026 OFFICIAL HOSPITALITY PRIVACY NOTIFICATION

<p><b>Identity of the Data Controller</b></p>	<p><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 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 Ballon d’Or™ 2026 Official Hospitality Terms and Conditions (the “Terms and Conditions”).</p> <p>UEFA is responsible for the processing activities related to the Ceremony and for the exploitation of the commercial rights, including the sales of Packages, in respect of the Ceremony. 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.</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>
<p><b>Categories of personal data</b></p>	<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"> <li>• first name(s) and last name</li> <li>• date of birth</li> <li>• email address</li> <li>• residence address (billing and delivery address)</li> <li>• company name (for company account)</li> <li>• registered office address (for company account)</li> <li>• additional information regarding the Ceremony</li> </ul> <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 finalising an Order</u>, you are requested to provide the following additional personal data:</p> <ul style="list-style-type: none"> <li>• authorised representative’s(s’) first name and surname, and contact email address (for company account)</li> </ul>

	<ul style="list-style-type: none"> <li>• payment details such as credit or debit card details</li> </ul> <p><u>When Tickets are distributed to you</u>, you will be requested to provide the following personal data and any additional data as required under Applicable Laws or at the request of the competent authorities on the App for you:</p> <ul style="list-style-type: none"> <li>• first name(s) and last name</li> <li>• date of birth</li> <li>• email address</li> <li>• mobile telephone number</li> </ul> <p>and for your Guest(s):</p> <ul style="list-style-type: none"> <li>• first name(s) and last name</li> <li>• date of birth</li> </ul> <p><u>When (if applicable) attending at the Hospitality Collection Point/ticketing centre at the Ceremony</u>, you may have your photograph taken.</p> <p><u>When attending the Ceremony</u>, your voice, image and likeness may be recorded during your time in the Venue ("Recordings").</p>
<p><b>Purposes of the processing</b></p>	<p>The personal data are collected and processed:</p> <ul style="list-style-type: none"> <li>(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 Ceremony</li> <li>(ii) for the purposes of the performance, the management and the follow-up of any purchase contract entered into with UEFA Parties.</li> <li>(iii) for the purposes of any relevant safety, security and sanitary measures related to the Ceremony.</li> </ul> <p>The Recordings are also used for public reporting and promotion of the Ballon d'Or™ in general.</p>
<p><b>Legal basis</b></p>	<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 Events SA (if your Order is confirmed).</p> <ul style="list-style-type: none"> <li>➤ Legal basis for the data processing is Article 6 (1) lit. b of the GDPR.</li> </ul> <p>The personal data, including the Recordings via a closed-circuit television system, 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 Venue, 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 Ceremony.</p> <ul style="list-style-type: none"> <li>➤ Legal basis for the data processing is Article 6 (1) lit. f of the GDPR.</li> </ul>

	<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 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> <ul style="list-style-type: none"> <li>➤ Legal basis for the data processing is Article 6 (1) lit. a of the GDPR.</li> </ul> <p>Data generated by your activity on the UEFA Official Hospitality portals technically necessary for the operation of the UEFA Official Hospitality portals are processed on the basis of the legitimate interest to provide you with the necessary technical functions of the UEFA Official Hospitality portals. Data generated by your activity on the UEFA Official Hospitality portals technically not necessary for the operation of the UEFA Official Hospitality portals will only be processed by UEFA Parties and/or authorised third parties if you give us your consent.</p> <p>Processing of such data will be in accordance with our <a href="#">Cookie Policy</a>; you can withdraw your consent in this context via opt-out in the "Cookie Settings".</p> <ul style="list-style-type: none"> <li>➤ Legal basis for the data processing is Article 6 (1) lit. a of the GDPR.</li> </ul>
<p><b>Failure to provide the data</b></p>	<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 Ceremony.</p>
<p><b>Categories of recipients</b></p>	<p>You understand that the personal data will be available to UEFA Parties. UEFA Events SA has contracted SecuTix SA, Av. Général-Guisan 70A, 1009 Pully, Switzerland, for managing the UEFA Official Hospitality portals, acting as 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 Events SA's behalf.</p> <p>Third parties authorised by UEFA Parties and/or EPA Group 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 Ceremony.</p> <p>EPA Group, affiliates of EPA Group with tasks regarding the organisation of the Ceremony, the relevant Venue Owners, Venue security and access service providers and any such other providers which help to organise the Ceremony and maintain safety and security (including in relation to sanitary measures) may access certain personal data for the purposes of providing their services.</p>

	<p>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 Ceremony, is reserved.</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), with the exception of data processing within Switzerland and the United Kingdom by the UEFA Parties or any service providers identified above. The EU Commission has decided that Switzerland and the United Kingdom ensure an adequate level of data protection (Article 45 of the GDPR).</p> <p>In the event of a transfer of personal data to the recipients identified above located in any other country which does not ensure an adequate level of protection within the meaning of applicable data protection laws, in particular, according to Article 44 et seq. of the GDPR, 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>Storage</b>	<p>All personal data provided to UEFA shall be stored in UEFA's online ticketing and hospitality platform, which is managed by SecuTix SA in Switzerland (see above).</p>
<b>Your rights</b>	<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: <a href="mailto:hospitality@uefa.ch">hospitality@uefa.ch</a>.</p> <p>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 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 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 relating to the Ceremony or, where necessary, for preventing or detecting unlawful actions or due to statutory retention obligations.</p>



# BALLON D'OR™ 2026 OFFICIAL HOSPITALITY PRIVACY NOTIFICATION

<p><b>Personal data obtained from others</b></p>	<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>
<p><b>Additional information</b></p>	<p>You understand and acknowledge that your personal data is being collected and processed in accordance with:</p> <ul style="list-style-type: none"> <li>• <b>Ballon d'Or™ 2026 Official Hospitality Terms and Conditions</b> available at <a href="https://uefa-official-hospitality-storage.uefa.com/pdfs/bdo26-terms-and-conditions.pdf">https://uefa-official-hospitality-storage.uefa.com/pdfs/bdo26-terms-and-conditions.pdf</a> and</li> <li>• <b>UEFA Privacy Policy</b> available at <a href="https://www.uefa.com/privacypolicy/index.html">https://www.uefa.com/privacypolicy/index.html</a>; and</li> <li>• <b>UEFA Cookie Policy</b> available at <a href="https://www.uefa.com/cookiepolicy/">https://www.uefa.com/cookiepolicy/</a>.</li> </ul>
<p><b>Definitions</b></p>	<p>GDPR: EU General Data Protection Regulation 2016/679</p>