

Introduction

These Venue Rules apply to entry into the Venue (as defined below) for the Ballon d'Or™ 2026. By entering or attempting to enter the Venue, you have accepted the terms contained in these Venue Rules.

For the purposes of these Venue Rules, the following definitions shall apply:

Ceremony	the Ballon d'Or™ 2026.
EPA	Les Éditions P Amaury, 40 Quai du Point du Jour, 92100 Boulogne-Billancourt, France.
EPA Group	EPA and any of its affiliates or subsidiaries, including but not limited to L'Équipe.
L'Équipe	L'Équipe SAS, 40 Quai du Point du Jour, 92100 Boulogne-Billancourt, France, an affiliate of EPA.
UEFA	Union des Associations Européennes de Football, Route de Genève 46, 1260 Nyon 2, Switzerland.
UEFA Events SA	UEFA Events SA of Route de Genève 46, 1260 Nyon 2, Switzerland, a wholly owned subsidiary of UEFA.
UEFA Parties	UEFA and UEFA Events SA.
Venue	The London Palladium, London, England.
Venue Owner	the owner of the Venue and any operator or lessee of the Venue.

1. Entry and Security

- Entrance to the Venue shall only be authorised upon presentation of a valid ticket or accreditation.
- UEFA Parties, EPA Group and the Venue Owner reserve the right to refuse admission in reasonable circumstances including for health, safety and licensing reasons or where a ticket is void.
- Attendees are advised that CCTV is in operation at the Venue for the purpose of crime prevention and public safety.

- Security searches are a condition of entry to protect the safety of all attendees, visitors, staff and suppliers. UEFA Parties, EPA Group and/or the Venue Owner may conduct searches of clothing, bags and other items on entry and exit to the Venue.
- Attendees are not permitted to bring any items into the Venue which are illegal or are deemed by UEFA Parties, EPA Group and/or the Venue Owner (at their sole discretion) to pose a health and safety risk, affect the enjoyment of others, cause disruption to the Ceremony or cause damage to Venue property. In particular, the following must not be brought into the Venue (unless authorised (as and when relevant) by UEFA Parties and/or EPA Group:
 - bags larger than A4 (210 mm x 297 mm x 210 mm);
 - weapons of any kind or anything that could be adapted for use as a weapon or a projectile, (including cane umbrellas);
 - any insulting, racist, xenophobic, sexist, religious, political or other illegal/prohibited material, including discriminatory propaganda material; and
 - professional cameras and video cameras or other professional sound or video recording equipment.
- Attendees may not bring their own food or drink into the theatre, but empty reusable water bottles will be permitted. If an attendee has specific medical requirements in this respect they should ask to speak to a member of UEFA Parties upon arrival.
- Latecomers will only be admitted into the Ceremony at a suitable break, but admission cannot be guaranteed and refunds will not be given.
- Attendees may only leave and re-enter the Venue at the discretion of UEFA Parties and EPA Parties, otherwise there will be no re-admissions of any kind.

2. Age Restrictions

- Children under 8 years of age will not be admitted into the Venue.
- Children under the age of 16 must be accompanied by an adult aged 18 years or over, who must be seated with the child and accompany them throughout their visit to the Venue.
- Where UEFA Parties, EPA Group and/or the Venue Owner identify behaviour that has the potential to disrupt the experience of other attendees, they may ask parents or guardians to take noisy or disruptive children out of the auditorium.

3. Conduct

- In the event that UEFA Parties, EPA Group and/or the Venue Owner has cause to believe any attendee is intoxicated or is behaving in a manner which is disruptive,

offensive, abusive or violent towards other attendees or staff, the attendee will be ejected from the Venue and no refunds will be given.

- UEFA Parties, EPA Group and the Venue Owner reserve the right to refuse to serve alcohol to any attendee that appears to be intoxicated or likely to become intoxicated and to ask for proof of age prior to serving any alcohol.
- Attendees must comply with reasonable instructions and directions given by UEFA Parties, EPA Group and the Venue Owner.
- Mobile phones, tablets, digital or smart watches and any other electronic equipment should be placed in silent mode during the Ceremony.

4. Sound and Image Recordings

- Attendees take note that their voice, image and likeness recorded during their time in the Venue ("Recordings") may be used, free of charge, in any image, sound and audiovisual material in connection with the Ceremony, either simultaneously or at a later date. UEFA Parties and EPA Group or third parties engaged or otherwise authorised by them in each case (e.g., broadcasting, press, individuals/influencers) create Recordings for the purpose and on the basis of their legitimate interest of public reporting and promotion of the Ceremony pursuant to Art. 6 para. 1 lit. f of the UK General Data Protection Regulation (UK GDPR) and, where applicable, the EU GDPR. Recordings may be processed, exploited and publicly reproduced by UEFA Parties and EPA Group as well as third parties authorised by them in each case (e.g. broadcasting, press, individuals/influencers) within the scope of the same legitimate interest pursuant to Art. 6 para. 1 lit. f of the UK GDPR, and, where applicable, the EU GDPR.
- Attendees shall not collect, record, use or disseminate any sound, image, recording or depiction of the Venue and/or the Ceremony (including any results, information or other data about the Ceremony, in whole or in part) ("Content") over the internet, radio, television or any other current or future media – or assist any other persons in doing so – other than for personal, private and non-commercial use. Any such personal, private and non-commercial use is at the attendee's own risk and, for the avoidance of doubt, requires the attendee to clear all necessary rights for such use. Examples of personal, private non-commercial use include sharing (limited) Content (by means of physical or electronic media) with the attendee's close friends and family but shall not include any use of Content:
 - i) on a live/near-live basis;
 - ii) in any manner intended to make available any aspect of the Ceremony to the public;
 - iii) on webpages or social media accounts (save for any closed social media account accessible by the attendee's close friends and family only);

- iv) to promote, sponsor, endorse or sell products/services;
- v) to generate any form of commercial gain or remuneration (whether monetary or not); or
- vi) on any form of physical or electronic media in any manner that suggests an official association with UEFA Parties, EPA Group and/or the Ceremony.

UEFA Parties and EPA Group reserve the right, in their sole discretion, to determine whether any use of Content constitutes personal, private and non-commercial use. For the avoidance of doubt, UEFA Parties and EPA Group and any authorised third party is entitled to delete, or cause to be deleted, any images transmitted or publicly displayed in breach of this clause and to bring any other claim against the responsible person (collecting, recording, using or disseminating as described above) in a judicial or extrajudicial proceeding.

- o All rights in relation to any Content created by attendees shall be owned by EPA and/or UEFA, save that UEFA Parties and EPA Group hereby grant attendees a non-exclusive licence to use such Content for the personal, private and non-commercial uses described in the clause above. In this respect, each attendee hereby irrevocably and unconditionally transfers and assigns to UEFA Parties and EPA Group, free of charge, all rights (including all intellectual property rights) in relation to any such Content for the full period of such rights. In any jurisdiction where such transfer/assignment does not take effect, the attendee hereby grants to UEFA Parties and EPA Group, free of charge, a perpetual, worldwide, unrestricted, irrevocable, exclusive, transferable, sub-licensable, royalty-free licence to use such Content for any and all purposes. If requested by UEFA Parties and/or EPA Group, the attendee shall do all things reasonably necessary to give effect to this clause.

5. General

- o UEFA Parties, EPA Group and the Venue Owner do not accept responsibility for the loss or damage of any personal property or for any liability (to the fullest extent permitted by law).
- o UEFA Parties, EPA Group and the Venue Owner do not accept responsibility for the behaviour of other attendees in the Venue.
- o Smoking and vaping are not permitted inside the Venue.
- o Animals are not permitted inside the auditorium, with the exception of assistance dogs.
- o UEFA Parties and/or EPA Group will make all reasonable efforts to forewarn attendees if stroboscopic lighting may be used during the Ceremony. Attendees with known medical conditions who may be susceptible to such lighting effects are advised to seek further advice prior to their visit.



BALLON D'OR™ 2026 VENUE RULES

- UEFA Parties reserve the right to make reasonable amendments to these Venue Rules from time to time, the latest and effective version of which shall be available on <https://uefa-official-hospitality-storage.uefa.com/pdfs/bdo26-venue-rules.pdf>.