

# Privacy Notification

## **UEFA EURO 2020 – Hospitality Sales Registration Form**

You, who expressed interest in buying hospitality packages for UEFA EURO 2020 for a certain geographical area, have provided, are about to provide or will provide personal data to UEFA, acting as data controller, via the UEFA EURO 2020 Hospitality Sales Registration Form.

The personal data are collected and processed for providing You – directly or indirectly – with offers for UEFA EURO 2020 hospitality packages.

UEFA may transfer certain personal data to third-party agencies appointed by UEFA (official sales agents) for the purpose of contacting You (either by telephone or email) and providing You with offers for UEFA EURO 2020 hospitality packages. 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 European Law.

The personal data are processed on the basis that such processing is necessary in order to take steps prior to entering into a contract with You.

You may request access to, rectification or erasure of Your personal data by contacting us at: [hospitality@uefa.ch](mailto:hospitality@uefa.ch).

You understand that Your personal data will be available to UEFA, including its subsidiaries, and any third-party providers appointed by UEFA to assist in the management and administration of the sales registration process.

IF YOU SUBMIT PERSONAL DATA ON BEHALF OF OR FOR OTHERS, YOU CONFIRM HAVING INFORMED THE DATA SUBJECT 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.

You understand and acknowledge that your personal data is being collected and processed in accordance with the **UEFA Privacy Policy**.