

Version updated on 30/07/2026

With this Privacy Policy, Juventus Football Club S.p.A. provides users who are at least 16 years of age, pursuant to Articles 13 and 14 of Regulation (EU) 2016/679 (the "**GDPR**"), with information on the personal data collected automatically or voluntarily provided by users when accessing and browsing the Sites, as well as when using Juventus Services and Applications.

Browsing is free and does not require registration. The provision of personal data may be required in specific sections, where reference is made to this document or to specific privacy notices prepared in relation to the relevant Service, such as admission tickets or services for fans with disabilities.

The Sites may also contain hyperlinks to third-party websites, pages or online services. By clicking on these links, the user may access multimedia content which, being exclusively under the responsibility of those third parties, is outside Juventus Football Club S.p.A.'s control and is not subject to this Privacy Policy. Juventus Football Club S.p.A. therefore invites users to exercise caution when subscribing to services offered by third parties and to carefully read the privacy notices provided by those third parties, over which Juventus Football Club S.p.A. has no control and for which it cannot be held responsible.

01 Data Controller



The data controller is **Juventus Football Club S.p.A.** (Tax Code and VAT No. 00470470014), with registered office in Turin, Via Druento no. 175 (hereinafter "**Juventus**").

02 Data Protection Officer



The Data Protection Officer appointed by Juventus (hereinafter "DPO") may be contacted by e-mail at the following address:



privacy@juventus.com

03 Types of personal data processed

Personal data means any information relating to the user and enabling the user to be identified, directly or indirectly. Specifically, the processing will concern:

- **identification data**, such as name, surname, date and place of birth, nationality and tax code;
- **contact data**, such as e-mail address, telephone number, home address, shipping address and other contact information provided;
- **access and identification data relating to the Sites, Applications and Services**, such as username and password, information relating to the Services requested (e.g. marketing communication preferences) and information entered in personal profile. If the user decides to register and log in using their social profile, some of their personal data (such



as identification data, contact details and any additional information contained in the same social profile) will be communicated by the chosen social network. In any case, this activity requires the user's explicit authorisation before it is carried out. For more information, the user is advised to consult the privacy documentation of the social network involved from time to time;

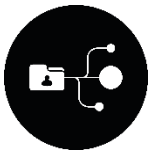
- **data relating to an identification document**, such as the information contained in a valid identification document, only where necessary to verify the user's identity;
- **data relating to purchases made**, such as information relating to orders, products and services purchased through the Juventus channels or the Online Store, purchase history, return, replacement, refund and after-sales service requests;
- **payment data**, such as information about the payment method used;
- **browsing data**, such as information acquired from computer systems and software procedures used to operate the Sites and Applications during their normal operation, which are not collected to be associated with identified users, but which could, through processing and association with data held by third parties, allow users to be identified. This category of data includes the IP addresses or domain names of the computers used by users who connect to the Sites and Applications, the URI (Uniform Resource Identifier) addresses of the resources requested, the time of the request, the method used to submit the request to the server, the size of the file obtained in response, the numerical code indicating the status of the response given by the server (successful, error, etc.) and other parameters relating to the operating system, the user's IT environment and geographical location. The processing of such data is governed by our Cookie Policy to which reference is made;
- **data collected by tracking pixels** contained in newsletters, commercial and promotional, transactional, service and security communications, such as information relating to the date and time of opening and viewing and, in general, of any interaction with the aforementioned communications, device used, IP address and clicks;
- **profiling data**, such as information relating to preferences, interests and purchasing habits;
- **image**, in the event that the user uploads photographs or images to the personal profile;
- **data concerning health**, such as information certifying any disability and further information contained in the documentation certifying the impossibility of walking and/or the existence of the requirements to use the dedicated Services. The processing of such data takes place exclusively within the scope of the Services that require it and is governed by the specific privacy notices made available in relation to those Services;

- **additional information voluntarily provided by the user, including special category data where applicable**, in communications with Juventus and in relation to the use of Services for which Juventus has provided specific privacy notices;

hereinafter, collectively, "**Data**".

The optional and voluntary sending of e-mail messages to the addresses indicated on the Sites involves the acquisition of the sender's e-mail address necessary to process the request, as well as any additional personal data voluntarily indicated in the message. These Data are used for the sole purpose of responding to the request and are not disclosed in any way.

04 Data Source



The Data are collected directly from the user, for example when registering for the Sites or Applications, or when requesting or using the Services.

In some cases, the Data are acquired by Juventus from parties other than the data subject. In particular - depending on the Service requested - the Data may be provided by the user where the registration of the Services must be made in the name of a different data subject, such as in the case of a gift or participation in Juventus initiatives.

If the Data are disclosed to Juventus by a party other than the data subject, the user is required to guarantee the lawfulness of the disclosure and, where necessary, to provide the data subject with essential information relating to the processing of the Data.

05 Purpose of the processing



06 Legal basis of the processing



- | | |
|---|---|
| a. browsing the Sites and Applications and verifying their correct functioning | performance of the contract (Art. 6(1)(b) GDPR) and Juventus' legitimate interest (Art. 6(1)(f) GDPR) |
| b. registration in the reserved area of the "MyJuve" website and creation of the related personal profile | pre-contractual measures taken at the user's request and performance of the contract (Art. 6(1)(b) GDPR) |
| c. use of the Services reserved for registered users (purchase, management, renewal and use of Membership, Jcard, JuventusTV, etc.) and any verification of the requirements necessary for access to the Services | performance of the contract (Art. 6(1)(b) GDPR) and, if the request involves the processing of data concerning health, the user's explicit consent (Art. 9(2)(a) GDPR). |

d. processing of the purchase order of the selected products and Services, fulfilment of the concluded contract and all legal and contractual obligations related to the same, including those relating to administrative, accounting and tax matters	performance of the contract (Art. 6(1)(b) GDPR) and fulfilment of legal obligations (Art. 6(1)(c) GDPR)
e. handling and responding to requests for information and/or assistance, complaints and reports received from the user through the Sites, Applications and other channels made available by Juventus	pre-contractual measures taken at the user's request and performance of the contract (Art. 6(1)(b) GDPR)
f. sending communications, by e-mail, with commercial and promotional content of products and services similar to those purchased (so-called soft spam)	Juventus' legitimate interest (Art. 6(1)(f) GDPR), with the possibility of exercising the right to object
g. sending newsletters and communications, by electronic contact methods (text messages, e-mails, social networks, instant messaging apps and push notifications), containing commercial and promotional content relating to products and services offered by Juventus, Juventus initiatives, offers, including those of partners and sponsors, as well as customer satisfaction surveys and market research surveys	consent expressed by the user (Art. 6(1)(a) GDPR)
h. monitoring and analysis of user interactions with newsletters, communications with commercial and promotional content (so-called direct e-mail marketing), e-mails and other digital communications, including through tracking pixels	consent expressed by the user at the same time as the purpose referred to in letter g) (Art. 6(1)(a) GDPR)
i. analysis of interests, purchasing habits, preferences expressed and interactions through CRM systems, DMPs and similar tools, also by combining information relating to the use of the Sites, Applications, Services and electronic communications, to allow Juventus to customise its content and the offer of its products and Services, as well as to send further communications in line with the user's interests	consent expressed by the user (Art. 6(1)(a) GDPR)
j. carrying out statistical analyses on anonymous or aggregated data aimed at improving the quality of the Services rendered, the security of the Sites and Applications	Juventus' legitimate interest (Art. 6(1)(f) GDPR)



- | | |
|---|---|
| k. exercise and defence of Juventus' rights in all venues, including judicial, administrative, arbitration and/or mediation and conciliation procedures | Juventus' legitimate interest (Art. 6(1)(f) GDPR) |
|---|---|

07 Cookies



Juventus' Sites and Applications use cookies, SDKs, tracking pixels and other similar technologies, including third-party technologies, to ensure the proper functioning of digital services, improve the user's browsing experience, analyse the use of services and, subject to consent, customise content and commercial communications. The use of cookies, SDKs, pixels and other non-technical tracking tools takes place exclusively with the user's consent.

For detailed information on the categories of tools used, the purposes pursued, the applicable legal bases, the retention periods, the recipients of the Data and the methods for managing, modifying or revoking the preferences expressed by the user, please refer to the Cookie Policy, available in the Privacy section. The Data collected through tracking pixels contained in Juventus' electronic communications are instead governed by this Privacy Policy.

08 Processing methods



Within the scope of the purposes indicated above, the processing of Data will be carried out using electronic, telematic, IT and, where necessary, manual tools, according to logics strictly related to the purposes pursued and with methods suitable for guaranteeing the security and confidentiality of the Data, in compliance with the regulatory provisions on the protection of personal data and the principles of lawfulness, fairness, transparency, minimisation, integrity, confidentiality and security.

With specific reference to the profiling activity referred to in the purpose under letter i), the processing is carried out by automated means through a CRM (Customer Relationship Management) system and a DMP (Data Management Platform) system. The latter allows the collection, organisation, management and analysis of data from different sources (such as the Sites, Applications, the Online Store, DEM and CRM), the processing of information relating to possible preferences in the consumption of products and services, and the creation of behavioural models according to parameters determined by Juventus itself, in order to improve content personalisation, advertising targeting and marketing strategies in relation to the pursuit of its commercial and business activities.

These parameters make it possible to carry out analytical and/or comparative processing, including in real time, and to predict the probability of abandonment or conversion in relation to the content and/or products proposed. They may also enable the development of specific promotions in relation to the user's profile as a consumer or potential consumer, obtained from the processing of the user's data for profiling purposes, such as suggesting products or content

based on the user's purchasing behaviour and browsing on the Sites, Applications and Online Store.

09 Communication and disclosure of Data

Within the limits strictly necessary and relevant to the purposes indicated above, the Data may be made accessible or communicated to the following categories of recipients:

- employees and collaborators of Juventus authorised to process Data within the scope of their respective duties and in accordance with the instructions received;
- entities that carry out outsourced activities and are specifically appointed by Juventus as data processors (such as, for example, professionals and companies involved in the administrative, tax and technical management of the Services or prize promotions, companies providing IT services, digital platforms, companies providing e-mail marketing services, companies providing campaign management tools and tools for analysing interactions with electronic communications, the CRM provider, and companies that manage the contact centre, customer care and the maintenance of Sites and Applications). Information on these entities may be requested from Juventus through the dedicated channels;
- entities that operate, where the relevant conditions are met, as independent data controllers (such as, for example, supervisory and control bodies, public authorities, including in the event of inspections, insurance companies, credit institutions, tax authorities, judicial authorities, certification bodies, as well as other authorised entities pursuant to law or regulation, where the communication is necessary or functional to the fulfilment of contractual, legal or regulatory obligations, or to protect a legitimate interest of Juventus). These entities also include Fanatics Italy S.r.l., as independent data controller of the Online Store, for the purposes more specifically described in its privacy notice for the Online Store.



10 Transfer of Data abroad

The Data are stored by Juventus in archives and servers located within the European Union. In the case of use of services in cloud environments, the Data will be processed by the relevant providers and may be stored in different locations; in this case, Juventus expressly asks these providers that the Data be stored on servers located in the European Union.

Finally, some of Juventus' service providers may make use of subsidiaries, affiliates or other sub-suppliers based abroad to carry out certain Data processing activities. In this case, the Data may be transferred abroad; Juventus therefore ensures that the transfer of Data to these countries always takes place in compliance with the provisions of the GDPR and, specifically,



subject to appropriate safeguards (adequacy decisions, standard contractual clauses approved by the European Commission, etc.).

11 Data retention period

Purpose a)	please refer to the Cookie Policy.
Purpose b)	until the user deletes the profile. In the event of failure to access the Sites or Applications for 3 (three) consecutive years, Juventus will delete the profile and the Data contained therein by the end of the following month, after notifying the user by e-mail or SMS.
Purpose c)	for the entire duration of the contractual relationship and for a further 10 (ten) years from the date of termination, without prejudice to compliance with further legal obligations.
Purpose d)	for the entire duration of the contractual relationship and for a further 10 (ten) years from the date of termination, without prejudice to compliance with further legal obligations.
Purpose e)	for the time necessary to manage the requests and up to one year from the closure of the same.
Purpose f)	for the entire duration of the contractual relationship and until the exercise of the right to object.
Purpose g)	as long as the user interacts with Juventus and, in any case, for a period of time not exceeding 3 (three) years from the date of the last interaction, without prejudice in any case to the withdrawal of consent.
Purpose h)	for the period of time strictly necessary for the purpose for which they were collected. Where tracking pixels are connected to commercial and promotional communications, the Data retention period follows the criterion indicated for purpose g), whereas for transactional, security and service communications, the criterion set out for purpose c) applies.
Purpose i)	for a period of time not exceeding 25 (twenty-five) months from the date of collection of the Data, without prejudice in any case to the withdrawal of consent.
Purpose j)	for the period of time strictly necessary for carrying out and using the analyses.



Purpose k)	for the entire duration of the dispute and until the terms for any appeal and/or limitation of the related action have been exhausted.
------------	--

12 Nature of the provision



- **necessary** for the pursuit of the purposes indicated in point 5) letters a), b), c), d), e), f), j) and k) above. Therefore, failure to provide Data for the aforementioned purposes will make it impossible for Juventus to fulfil the provisions and/or to provide the requested Services (registration, making purchases, browsing the Sites, receiving assistance)



- **optional** for the pursuit of the purposes indicated in point 5) letters c), limited to the processing of special category data, g), h) and i). Therefore, failure to provide Data for the aforementioned purposes will make it objectively impossible for Juventus to process any data concerning health required for the use of specific Services, to send commercial and promotional communications, including communications involving pixel tracking, and to carry out profiling activities, without prejudice to the pursuit of the purposes referred to in point 5) letters a), b), c), d), e), f), j) and k).

13 Rights of the data subject

With reference to the Data, the user has the right to request from Juventus, in the manner indicated in the GDPR and without prejudice to the provisions and limitations set out in Legislative Decree 196/2003 (Part I - Title I - Chapter III):



- **access**, in the cases provided for (Art. 15 GDPR);
- the **rectification** of inaccurate Data and the integration of incomplete Data (Art. 16 GDPR);
- the **erasure** of Data for the reasons provided for (Art. 17 GDPR), such as where the Data are no longer necessary in relation to the purposes indicated above or are not processed in compliance with the GDPR;
- the right to **restriction of processing** in the cases provided for (Art. 18 GDPR), such as where the accuracy of the Data is contested and their accuracy needs to be verified;
- the right to **data portability**, i.e. the right to receive, in the cases provided for (Art. 20 GDPR), the Data in a structured, commonly used and machine-readable format and to transmit those Data to another data controller;
- the right to **object** to processing, in the cases provided for (Art. 21 GDPR).
- Where processing is based on **consent**, the user also has the right to **withdraw consent** at any time, without affecting the lawfulness of processing carried out before withdrawal.

This is without prejudice to the right to lodge a **complaint** with the Italian Data Protection Authority (Garante per la protezione dei dati personali) (Art. 77 GDPR) or to take legal action (Art. 79 GDPR).

How to exercise rights

All the rights listed above can be exercised using the channels made available by Juventus. Specifically:

- **MyJuve reserved area** - by accessing the "**Privacy & Security**" section from which it will be possible to independently manage the profile, the preferences previously expressed and some requests related to Juventus services;
- **E-mail** - by sending a communication to privacy@juventus.com, specifying i) the right that the user intends to exercise, ii) his or her identification data and an address for the response, and iii) any references to the Service, request, purchase, prize competition or initiative concerned. The user may also request the updated list of Data Processors at the same address;
- **Registered mail** - by sending a communication to Juventus' registered office, specifying the right that the user intends to exercise, his or her identification data and an address for the response;
- **Fan Service** - by calling 011.4530486, specifying the right that the user intends to exercise and his or her identification data.

14 Definitions

To allow the user to understand the Privacy Policy more easily, Juventus provides below the definitions of the main "technical" terms used.

- **Applications:** the official "Juventus Official App" and any additional applications released by Juventus.
- **Online Store:** the official e-commerce site "Juventus Official Online Store" for the sale of Juventus brand products, active at URL store.juventus.com, owned by Fanatics Italy S.r.l.
- **Sites:** the institutional website www.juventus.com and the other sites published by Juventus.
- **Services:** the digital and non-digital services provided by Juventus through the Sites, Applications or other dedicated channels, free of charge or for a fee, including, but not limited to, the registration and management of the MyJuve account, the Membership programmes, the Juventus Card, JuventusTV, the purchase and management of tickets for access to events, the use of digital and premium content, participation in prize promotions and promotional initiatives, user assistance services, as well as additional services made available by Juventus from time to time.

 Users are invited to periodically consult this Privacy Policy, published on the www.juventus.com website, in the "Privacy" section.