

Version of June 19, 2026

Pursuant to Articles 13 and 14 of Regulation (EU) 2016/679 (the "**GDPR**"), Juventus F.C. S.p.A. provides the following information on the processing of the personal data that you provide to us, as purchaser or applicant for an Access Ticket, holder or user of an Access Ticket, as well as user of the digital services made available through mobile applications - including the Allianz Stadium App - online platforms and other technological tools. "**Access Ticket**" means the stadium access ticket and related services, season tickets, tickets for individual matches or packages, free tickets, service passes, as well as tickets for entry to/tours of the Juventus Museum.

01 Data Controller



The Data Controller is **Juventus F.C. S.p.A.** (Tax Code and VAT No. 00470470014), with registered office at Via Druento no. 175, 10151 Turin, Italy (hereinafter "**Juventus**").

02 Data Protection Officer



Juventus has appointed a Data Protection Officer, a role provided for under Article 37 GDPR and a point of contact, including for data subjects, for matters relating to the processing of personal data (the "**DPO**").

The DPO may be contacted by sending a communication to the following e-mail address:



privacy@juventus.com

03 Categories of personal data processed

Personal data means any information relating to you and attributable to you. Specifically, the processing will concern the following data:



- **personal data**, such as name, surname, date and place of birth, tax code;
- **contact details**, such as e-mail address, telephone number and other contact information provided;
- **identification data and data relating to identification documents**, such as the information contained in a valid identity document or, in any case, inferred from its examination;
- **data relating to the type of Access Tickets and the services purchased** such as the information shown in the Access Ticket (e.g. gate, sector, row, seat, fare, additional services, identification codes - Access ID, PNR-);
- **stadium access data** such as information collected through the gates/access control points (e.g. date and time of access, gate used, validation result, use of QR Code and digital NFC technology);
- **authentication and identification data for digital services**, such as username and password for access to the personal profile "My Juve" and the "Allianz Stadium" App,



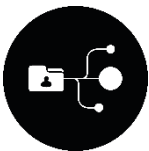
information relating to the links between the personal profile "My Juve", the "Allianz Stadium" App, sales platforms or third-party services, as well as information relating to transactions carried out through the "Allianz Stadium" App and digital services related to Access Tickets;

- **data relating to administrative orders or measures prohibiting access to sporting events** , such as information contained in any administrative or criminal measures communicated by the competent authorities and in cases permitted by law (e.g. Daspo);
- **images** contained in the photographs and videos taken;
- **further information** contained in requests for information and assistance, as well as in reports and any communications.

(collectively, "**Personal Data**").

04 Source of personal data

The Personal Data may be collected directly from you (for example, when creating a "My Juve" account, purchasing or requesting the issuance of an Access Ticket, using digital services, accessing the "Allianz Stadium" App, requesting assistance or interacting with Juventus through the contact and/or sales channels provided). However, in some cases, the Personal Data of the holder and/or user of the Access Ticket may be communicated to Juventus by parties other than the data subject and, specifically, by:



- the purchaser or applicant for the Access Ticket;
- persons who carry out name changes, transfers, sending, acceptance or management of the Access Ticket;
- persons who request accreditations, service passes, free tickets or dedicated services.

If the Personal Data are communicated to Juventus by a party other than you, this party is required to guarantee the lawfulness of the communication and, where necessary, to provide you with the essential information relating to the processing of your Personal Data.

05 Purposes of processing



a) sale and issuance of the Access Ticket, including the possibility of carrying out the relevant checks

06 Legal basis of the processing



performance of a contract (Article 6(1)(b) GDPR), as well as compliance with a legal obligation (Article 6(1)(c) GDPR)

b) management and performance of the contractual relationship, including: i) the sending of communications, including by e-mail, strictly related to the contractual relationship; ii) the management of services related to any refunds; iii) the management of customer support services; and iv) the management of services using NFC technology and digital wallets	performance of a contract (Article 6(1)(b) GDPR), as well as compliance with a legal obligation (Article 6(1)(c) GDPR)
c) management of administrative, accounting and tax activities related to the contractual relationship established	performance of a contract (Article 6(1)(b) GDPR), as well as compliance with a legal obligation (Article 6(1)(c) GDPR)
d) verifying your identity, as user of the Access Ticket, and the correspondence of the data indicated therein for the provision of the service (access to the stadium and use of the services provided therein)	performance of a contract (Article 6(1)(b) GDPR), as well as compliance with a legal obligation (Article 6(1)(c) GDPR)
e) issuance and management of free tickets, service passes and equivalent accreditations for access to the stadium	performance of pre-contractual or contractual measures (Article 6(1)(b) GDPR), as well as Juventus' legitimate interest (Article 6(1)(f) GDPR)
f) verification of the validity of the Access Ticket through gates, turnstiles and other control systems, with recording of the outcome, as well as carrying out procedures to prevent and combat the use of Access Tickets acquired through unauthorised channels (so-called secondary ticketing)	compliance with a legal obligation (Article 6(1)(c) GDPR), as well as Juventus' legitimate interest (Article 6(1)(f) GDPR)
g) production, use, publication and dissemination of photographs and videos to document the sporting event and provide related coverage through audiovisual or editorial systems	performance of a contract (Article 6(1)(b) GDPR), as well as Juventus' legitimate interest in documenting the event (Article 6(1)(f) GDPR)
h) exercise and defence of Juventus' rights in all venues, including judicial, administrative, arbitration and conciliation proceedings	Juventus' legitimate interest (Article 6(1)(f) GDPR)
i) statistical analyses, in aggregate form, of the Personal Data relating to access to the stadium in order to assess the level of participation and interest in Juventus' initiatives and to better organise the merchandising staff within the stadium itself	Juventus' legitimate interest (Article 6(1)(f) GDPR)

l) access to the "Allianz Stadium" App using the authentication credentials linked to the personal "My Juve" profile through the single sign-on (SSO) login system and use of the services provided therein, including association, consultation and management of Access Tickets in digital format, including information on events and, where applicable, the generation, activation and use of Access Tickets	performance of a contract (Article 6(1)(b) GDPR)
m) management of ancillary functions, such as adding, sending, accepting, revoking and updating Access Tickets, as well as access to related services, name changes and resale by redirecting users to dedicated channels	performance of a contract (Article 6(1)(b) GDPR), as well as compliance with a legal obligation (Article 6(1)(c) GDPR)
n) sending push notifications and service communications relating to the use of the Allianz Stadium App, Access Tickets and events, as well as updates, time changes, safety alerts, reminders and other communications strictly related to the services requested by the User.	the data subject's consent, expressed by activating push notifications in the device settings (Article 6(1)(a) GDPR), and, with reference to service communications strictly necessary for the provision of the requested service, performance of a contract (Article 6(1)(b) GDPR)

07 Processing methods



Within the scope of the purposes indicated in the previous paragraph, the processing of personal data, including personal data processed with specific reference to digital services and the Allianz Stadium App, is carried out using electronic, telematic, IT and, where necessary, manual tools, according to logic strictly related to the purposes pursued and by methods suitable to ensure the security and confidentiality of the personal data, in compliance with applicable data protection legislation and the principles of lawfulness, fairness, transparency, data minimisation, integrity, confidentiality and security.

08 Communication and dissemination of data



To the extent strictly necessary and relevant to the above purposes, the Personal Data may be made accessible or communicated to the following categories of recipients:

- employees and collaborators of Juventus authorised to process personal data within the scope of their respective duties and in accordance with the instructions received;
- persons who carry out outsourced activities and are specifically appointed by Juventus as processors pursuant to Article 28 GDPR (such as, for example, IT services, accreditation platforms and access control systems). The complete list of processors may be requested from Juventus by sending an e-mail to privacy@juventus.com;
- persons who operate, where the conditions are met, as independent controllers (such as, for example, supervisory and control bodies, public authorities, including in the event of



audits or inspections, the Tax Administration, the Police Headquarters to ascertain the absence of requirements preventing the issuance of the Access Ticket, insurance companies, judicial authorities, certification bodies, as well as other persons entitled under laws or regulations), where the communication is necessary or functional for compliance with contractual, legal or regulatory obligations, or for the protection of Juventus' legitimate interests.

It should also be noted that, for the sale, issuance, registration and operational management of Access Tickets through dedicated digital channels, Juventus uses Vivaticket S.p.A., which acts as processor on the basis of a specific contract pursuant to Article 28 GDPR. Access to the services for the purchase and management of Access Tickets may take place directly through Juventus channels (including the "Allianz Stadium" App), after authentication through the "My Juve" account, also using Single Sign-On (SSO) systems. In this way, the Personal Data relating to purchases made will be made available in "My Juve" and, where applicable, may also be retrieved or consulted through the "Allianz Stadium" App or other Juventus digital services.

09 Transfers of personal data outside the EEA



Your personal data are stored by Juventus in archives and on servers located within the European Union. Where cloud services are used, your personal data will be processed by the relevant providers and may be stored in different locations; in such cases, Juventus expressly requires those providers to store your personal data on servers located in the European Union. Finally, some of Juventus' service providers may use subsidiaries, affiliates or other sub-processors based outside the European Economic Area (EEA) to carry out certain processing activities involving your personal data. In such cases, your personal data may be transferred outside the EEA; Juventus therefore ensures that any transfer of personal data to those countries always takes place in compliance with the GDPR and, specifically, on the basis of appropriate safeguards, such as adequacy decisions or standard contractual clauses approved by the European Commission.

10 Data retention period



Purpose a)	10 years from the date of purchase. Data relating to checks and use of the Access Ticket are retained for 7 days from the match to be played, except where retention is required for legal obligations, requests from the competent authority or the protection of Juventus' rights.
Purpose b)	For the entire duration of the contractual relationship and for 10 years from its termination.
Purpose c)	For the entire duration of the contractual relationship and for 10 years from its termination, in accordance with civil, tax and accounting obligations.

Purpose d)	7 days from the match to be played, except for legal obligations, requests from the Authority or protection of Juventus' rights.
Purpose e)	7 days from the match to be played, except for legal obligations, requests from the Authority or protection of Juventus' rights.
Purpose f)	7 days from the match to be played for checks at gates and turnstiles. Data processed to combat secondary ticketing are retained for the time necessary to protect Juventus' rights and manage any disputes.
Purpose g)	For the time strictly necessary to document and provide coverage of the event. In the absence of legal obligations, the data are erased after 24 months from the cessation of the relevant needs.
Purpose h)	For the duration of the dispute or proceeding and until the expiry of the applicable limitation periods or appeal periods.
Purpose i)	For the time strictly necessary for the production of statistical analyses in aggregate form and, in any case, through the use of aggregate data not directly attributable to the data subjects.
Purpose l)	For the duration of the "My Juve" account and related access to the Allianz Stadium App. Stadium access data are retained for 7 days from the match to be played, except where retention is required for legal obligations, security needs or the protection of Juventus' rights.
Purpose m)	For the time necessary to manage the requested functionality. Stadium access data are retained for 7 days from the match to be played, except where retention is required for legal obligations, security needs or the protection of Juventus' rights.
Purpose n)	For as long as the User keeps push notifications active and, in any case, for the duration of use of the App and the connected services.

11 Nature of the provision of personal data



- **necessary** for the pursuit of the purposes indicated above under letters a), b), c), d), e), f), h), i), l), m) and n), as it is necessary to allow Juventus to comply with its contractual and legal obligations, provide the requested services, ensure access to the stadium, verify Access Tickets and provide the related digital services, allow and record access to the stadium through access control systems, including turnstiles, QR Codes and NFC technology, carry out statistical analyses in aggregate form on data relating to access to the stadium, ensure the proper functioning of the App and Access Tickets, manage

assistance and support requests, ensure the security of the services and protect its rights. Therefore, failure to provide, even partially, the personal data required for these purposes may make it impossible for Juventus to comply with the relevant provisions and/or to provide, in whole or in part, the related services.



- **optional** with reference to the purpose indicated above under letter g), as it relates to the creation, use, publication and dissemination of photographs and videos to document the sporting event and provide the related coverage. Failure to provide personal data for this purpose may limit the possibility of using images or footage in which the data subject is specifically identifiable where this is necessary under applicable legislation, without affecting the use of the main services related to the Access Tickets.

12 Rights of the data subject

With reference to your personal data, you have the right to request from Juventus, in the manner indicated by the GDPR and without prejudice to the provisions and limitations set out in Legislative Decree no. 196/2003 (Part I - Title I - Chapter III):



- **access**, where applicable (Article 15 GDPR);
- the **rectification** of inaccurate personal data and the completion of incomplete personal data (Article 16 GDPR);
- the **erasure** of personal data for the reasons provided for under the GDPR (Article 17 GDPR), for example where they are no longer necessary in relation to the purposes indicated above or are not processed in compliance with the GDPR;
- the **restriction** of processing in the cases provided for under the GDPR (Article 18 GDPR), such as where the accuracy of the personal data is contested and must be verified;
- **data portability**, i.e. the right to receive, where applicable (Article 20 GDPR), the personal data in a structured, commonly used and machine-readable format and to transmit those personal data to another controller;
- the **objection** to processing, where applicable (Article 21 GDPR).
- In the case of processing based on consent, you also have the right to **withdraw it** at any time without affecting the lawfulness of the processing carried out before the withdrawal.

This is without prejudice to the right to lodge a **complaint** with the Italian Data Protection Authority (Article 77 GDPR) or to seek a judicial remedy (Article 79 GDPR).

How to exercise rights

All the rights listed above may be exercised by you through the various channels made available by Juventus. Specifically:

- **My Juve reserved area** - by accessing the "**Privacy & Security**" section, from which it will be possible to independently manage the profile, the preferences previously expressed and certain requests related to Juventus services;
- **E-mail** - by sending a communication to privacy@juventus.com, specifying: i) the **right** you intend to exercise; ii) your **identification data** and a **contact number** for the response; and iii) any **references** to the event, the Access Ticket, the "My Juve" account, the "Allianz Stadium" App or other service;
- **Registered mail** - by sending a communication by registered mail to Juventus' registered office, specifying the right you intend to exercise, your identification data and an address for the response;
- **Fan Service** - by calling 011.4530486, specifying the right you intend to exercise and your identification data.

If the request and the information provided are not sufficient to allow Juventus to respond to your request, Juventus may request additional information or further elements to verify your identity and prevent unauthorised access.

 Please periodically consult this notice published on the www.juventus.com website, in the "Privacy" section.