

Version of 24.08.2026

Pursuant to Articles 13 and 14 of Regulation (EU) 2016/679 (the “**GDPR**”), Juventus F.C. S.p.A. provides the following information concerning the processing of personal data in connection with the purchase and use of the **Juventus Card** and/or **Juventus Membership**. “**Juventus Card**” means the loyalty card issued by Juventus F.C. S.p.A. in accordance with Article 8 of Legislative Decree No. 8/2007, converted into law by Law No. 41/2007, and the Ministerial Decree of 15 August 2009 (the so-called supporter card), while “**Juventus Membership**” means the Juventus F.C. S.p.A. loyalty programme, which enables its members to access services and benefits (together, the “**Juventus Products**”).

01 Data Controller



The data controller is **Juventus F.C. 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 (the “**DPO**”) may be contacted by email at the following address:



privacy@juventus.com

03 Categories of personal data processed

Personal data means any information relating to an identified or identifiable natural person. 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 home and shipping address, e-mail address, telephone number and additional contact information provided;
- **identification data and data contained in identification documents**, such as the information contained in a valid identity document or, in any event, obtained from its examination;
- **data relating to purchases and the administrative management of services and benefits related to Juventus Products**, such as information relating to the type of product purchased or activated, information relating to orders and the status of the purchase. This category of data also includes those relating to the activation, renewal, duration and termination of the Juventus Membership, as well as the management of Membership Gift Cards.
- **technical, access and identification data relating to the digital services associated with the Juventus Products**, such as barcodes for the Juventus Card, QR codes for the



Juventus Membership and information necessary for their activation, verification and use within the associated digital services;

- **data relating to criminal convictions and offences or related security measures**, such as information contained in any administrative or criminal measures communicated by the competent authorities and in cases permitted by law;

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

In the event that you purchase Juventus Products for a minor and/or for a third-party beneficiary, the processing will also concern the data that refer to said subjects and, specifically, personal and contact data (name, surname, date of birth, place of birth, gender, as well as e-mail and telephone).

04 Data Source

Data may be collected directly from you (including as a person exercising parental responsibility for a child under 16 years of age). However, in some cases:

- your Data may be communicated to Juventus by parties other than you and, specifically, by staff working at the Juventus Official Fan Clubs, of which you are a member;
- the Data relating to a minor or third-party beneficiary of the Juventus Products may be provided to Juventus by a person other than that data subject, specifically by you.

If the 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 Data.

05 Purposes of processing



a) issuance of the Juventus Card, fulfilment of the contract concluded and all legal obligations related to it, including the verification of the identification document and the performance of all the activities necessary to combat fraud and unauthorised access to sports facilities

06 Legal basis of the processing



performance of a contract (Article 6(1)(b) GDPR); compliance with a legal obligation (Article 6(1)(c) GDPR); and Juventus' legitimate interests in preventing fraud and ensuring the security of services and sporting events, including under the applicable provisions governing the prevention and suppression of violence connected with football competitions, admission tickets to sports facilities and supporter cards, including Article 8 of Legislative Decree No. 8/2007 and the Ministerial Decree of 15 August 2009

JUVENTUS CARD AND JUVENTUS MEMBERSHIP

b) issuance of the Juventus Membership, registration for the relevant programme, performance of the contract entered into and compliance with all related legal obligations	performance of a contract (Article 6(1)(b) GDPR) and compliance with a legal obligation (Article 6(1)(c) GDPR)
c) provision of services and benefits related to Juventus Products, including the attribution of special advantages, experiences and initiatives (such as, for example, the use of services at discounted rates, invitations to special events and contests, the management of the gift card and the sending of the welcome pack where applicable)	performance of a contract (Article 6(1)(b) GDPR)
d) sending communications strictly related to the Juventus Products and containing information, including, by way of example, welcome communications and communications concerning available benefits	performance of a contract (Article 6(1)(b) GDPR)
e) fulfilment of all other legal obligations related to the purchase and use of Juventus Products, including those relating to administrative, accounting and tax matters	compliance with a legal obligation (Article 6(1)(c) GDPR)
f) application of the measures provided for by the Code on the Transfer of Admission Tickets to Football Matches, where the relevant conditions are met (so-called black list), for the purpose of suspending, inhibiting or limiting the use of the Juventus Card, in accordance with the provisions of the applicable regulations.	compliance with a legal obligation and Juventus' legitimate interests in preventing unlawful conduct and ensuring the security of sporting events, including under the applicable provisions governing admission tickets to sports facilities, supporter cards/Juventus Cards and the Code on the Transfer of Admission Tickets to Football Matches (Article 6(1)(c) and (f) GDPR)
g) the establishment, exercise and defence of Juventus' legal claims, including in judicial, administrative, arbitration and conciliation proceedings	Juventus' legitimate interests (Article 6(1)(f) GDPR)

07 Processing methods



For the purposes indicated above, the Data are processed using electronic, telematic and IT tools and, where necessary, manually, in accordance with procedures strictly related to the purposes pursued and in a manner designed to ensure the security and confidentiality of the Data, in compliance with applicable data protection laws and the principles of lawfulness, fairness, transparency, data minimisation, integrity, confidentiality and security.

08 Communication and dissemination 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:

- Juventus employees and contractors authorised to process the Data within the scope of their respective duties and in accordance with the instructions received;
- persons carrying out outsourced activities that have been specifically appointed by Juventus as data processors (including, by way of example, providers of hosting and IT services, project managers, programmers, systems engineers and database administrators, providers responsible for ticketing, e-commerce, customer care, CRM and digital platform management services, suppliers responsible for producing, customising, shipping and delivering the Juventus Card and/or the welcome pack, persons managing operational communications, printing, enveloping, transmission, transport and sorting of communications, and consultancy and marketing companies). The complete list of data processors may be requested from Juventus by sending an email to privacy@juventus.com;
- persons acting, where the relevant conditions are met, as independent data controllers (including, by way of example, supervisory and regulatory bodies, public authorities, including in the event of audits or inspections, judicial authorities, payment institutions and payment schemes, affiliated partners and/or third parties involved in providing specific benefits, initiatives, events and/or services included in the Juventus Membership, and any other persons entitled to receive the Data under applicable laws or regulations), where the disclosure is necessary for or instrumental to the fulfilment of contractual, legal or regulatory obligations, or to pursue a legitimate interest of Juventus.



09 International transfers of Data

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 engage subsidiaries, affiliates or other sub-processors established outside the European Economic Area to carry out certain processing activities. In such cases, the Data may be transferred to third countries. Juventus ensures that any such transfer is carried out in accordance with the GDPR and, in particular, on the basis of appropriate safeguards, including adequacy decisions or standard contractual clauses adopted by the European Commission.



10 Data retention period



Purpose a)	for the entire duration of the contractual relationship and for a further 10 (ten) years from its termination. With specific reference to verification activities, the relevant Data will be stored for the period of time strictly necessary to carry out these activities, except in the case of specific requests for further storage by the competent authorities. The only information contained in the valid identity document will, on the other hand, be kept for the period of time strictly necessary to carry out the assessment.
Purpose b)	for the entire duration of the contractual relationship and for a further 10 (ten) years from its termination.
Purpose c)	for the entire duration of the contractual relationship and, in any event, for the additional period necessary to complete the provision of the requested services.
Purpose d)	for the entire duration of the contractual relationship.
Purpose e)	for the period of time expressly provided for by law.
Purpose f)	for the period of time strictly necessary for the application and management of the measure provided for by the Regulatory Code on the transfer of admission tickets and, where necessary, for the additional period required by any legal obligations and/or provisions of the competent authority, management of disputes or protection of Juventus' rights.
Purpose g)	for the entire duration of the dispute and until the terms for any appeal and/or for the limitation of the related action have been exhausted.

11 Nature of the provision of Data



The provision of Data is **necessary** for the pursuit of the purposes indicated above in letters a), b), c), d), e), f) and g). Therefore, failure to provide, even partially, the Data will make it impossible for Juventus to comply with the provisions and/or to provide the Juventus Products (i.e. to issue, activate or manage the Juventus Card, activate or manage the Juventus Membership, allow the use of services and benefits related to the Juventus Products, establish, manage and execute the contractual relationship, to fulfil contractual and legal obligations arising from the same and to protect their rights).

12 Automated processes



Juventus may use automated document verification tools, including optical character recognition (OCR) systems, to facilitate the reading, extraction and verification of information contained in identification documents provided for the purpose of issuing or using the Juventus Card. These tools support the management of requests, fraud prevention and compliance with applicable obligations, without prejudice to intervention and verification by authorised personnel. Juventus does not carry out decision-making based solely on automated processing, including profiling, which produces legal effects concerning the data subject or similarly significantly affects them, within the meaning of Article 22 GDPR.

13 Rights of the data subject

Subject to the provisions and limitations laid down in Legislative Decree No. 196/2003 (Part I, Title I, Chapter III), you have the right to request that Juventus, in accordance with the GDPR:

- **access**, in the circumstances provided for in Article 15 GDPR;
- the **rectification** of inaccurate Data and completion of incomplete Data (Article 16 GDPR);
- the **erasure** of the Data on the grounds provided for in Article 17 GDPR, including where the Data are no longer necessary in relation to the purposes indicated above or are not processed in accordance with the GDPR;
- the **restriction of processing** in the circumstances provided for in Article 18 GDPR, including where you contest the accuracy of the Data, for the period necessary to verify their accuracy;
- **data portability**, namely the right, in the circumstances provided for in Article 20 GDPR, to receive the Data in a structured, commonly used and machine-readable format and to transmit those Data to another controller;
- the right to **object** to processing in the circumstances provided for in 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.



If you consider that the processing of your Data infringes the GDPR, you have the right to lodge a **complaint** with the competent supervisory authority pursuant to Article 77 GDPR.

How to exercise rights

All the rights listed above may be exercised using the various channels provided 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.

- **Email** – by writing to privacy@juventus.com and specifying the right you wish to exercise, your identification details and an address to which Juventus may send its response, together with any relevant reference to the Juventus Products or related services;
- **Registered post** – by sending a written request by registered post to Juventus' registered office, specifying the right you wish to exercise, your identification details and an address to which Juventus may send its response, together with any relevant reference to the Juventus Products or related services.

If your request or the information provided is insufficient to enable Juventus to respond, Juventus may request further information or documentation to verify your identity and prevent unauthorised access.



Please review this privacy notice periodically in the “Privacy” section of the www.juventus.com website.