

## Information on the processing of personal data collected as part of the Juventus Card programme

### Purpose, nature of data supply and legal basis

Juventus Football Club SpA, with registered office at Via Druento 175, Turin, the data controller, hereby provides notification that the collection and processing of any data on an identified or identifiable natural person, provided in the JUVENTUS CARD SUBSCRIPTION FORM, and/or that which will eventually be supplied, in the context of the use of the services, including data relating to the services purchased, are processed exclusively for the following purposes:

- a) contractual purposes: in order to execute the contractual relationship and for the Juventus Card to be issued, as well as the management of, as well as participation of the data subject in, the connected services, which are an integral part of the contractual obligations, and the sending of informational correspondence (also by electronic means) relating to the contractual relationship and the benefits deriving therefrom, or to fulfil specific requests. The data can also be used to purchase tickets to the stadium or to transfer, free of charge, the ticket from one Juventus Card to another (name change). In the event that the owner of the Juventus Card is designated by a season ticket holder as a reserve to which their tickets for matches covered by their season ticket can be transferred free of charge, their data will be processed on the platform used by the season ticket holder for the purpose of transferring their ticket.
- b) purposes of the law: to fulfil the obligations provided for by the law on ticket purchases as well as the security function of the Juventus Card (which falls within the facilities referred to in Article 8 of the Legislative Decree No. 8 of 8 February 2007, converted by law No. 41 of 4 April 2007, and is issued in compliance with the procedures set forth in the Ministerial Decree of 15 August 2009).
- c) administrative purposes: common data will be processed for administrative and accounting purposes, including the possible sending by e-mail of commercial invoices by Juventus, to execute purchases, to issue and send the Juventus Card, or to issue the fiscal seal for tickets purchased and loaded onto the Juventus Card;
- d) as regards the identification document, this is requested in order to combat fraud and to fulfil the legal obligations for purchasing stadium tickets and the procedure referred to in the Ministerial Decree of 15 August 2009.
- e) common data and those relating to proceedings can also be processed to order the revocation of the Juventus Card or to prevent the loading of stadium tickets onto the Juventus Card and/or use thereof.

In the cases described above in paragraphs a), b), c), d), e), personal data is necessary to pursue the aforementioned purposes; any refusal to provide the data or their incompleteness may make it impossible for the club to provide the services in their entirety and fulfil legal obligations. The legal basis of the data processing are as follows: for the purposes referred to in paragraphs a), b), c), it is the fulfilment of an obligation established by law, as well as the execution of a contract or pre-contractual measures requested by the data subject pursuant to Article 6 (b) of EU Regulation 2016/679, while for the purpose of paragraphs d) and e) the legal basis is the need to fulfil a legal obligation and for the legitimate interests of the club itself.

### Type of data processed

Common personal data: data supplied for the purposes of issuing and sending the Juventus Card (name, surname, place/country and date of birth, address, e-mail and telephone number), or any other data necessary to verify the identity of the person, or information on the tickets purchased that must be uploaded to the card.

Data relating to proceedings: for the purposes of issuing the Juventus Card, ensuring access to the relevant services, and when purchasing stadium tickets, data relating to criminal or administrative proceedings, involving access to stadia being denied, may also be processed, if communicated to Juventus by the authorities in charge. This also includes data relating to those who violate the regulatory framework for assigning tickets.

### Data sources

Common personal data is collected from the person concerned (and therefore directly supplied by them) through the online purchase procedure on the Juventus.com site, or for the Juventus Official Fan Club member from the Juventus Official Fan Club to which they belong.

Data relating to proceedings may be communicated to Juventus by the authorities in charge of applying the legislation in force, for the purpose of preventing and suppressing instances of violence connected to football competitions.

### Use of e-mail address

In compliance with the current regulations on personal data protection, limited to the e-mail details provided by the data subject when purchasing a service, this data may be used to allow Juventus to directly offer analogous products or services (soft spamming). The legal basis of this specific processing is the legitimate interests of the club, without prejudice to the right of the data subject to oppose such processing at any time and without formalities, by expressing their will in a suitable and unequivocal manner.

A request to limit such data processing may be made simply by contacting the owner upon receipt of such emails, by clicking on the unsubscribe link at the bottom of the message received or through the contact service on the site: <https://www.juventus.com/it/contact.php> (if registered on the site), or by writing to: [privacy@juventus.com](mailto:privacy@juventus.com).

### Data processing methods

Data will be processed in paper form and using electronic and/or telematic means and, in any case, using methods and appropriate tools to guarantee the security and confidentiality of the data, in compliance with the provisions of current legislation on the issue. In particular, adequate technical, IT, organisational, logical and procedural security measures will be adopted to guarantee data protection, allowing access only to persons authorised by the data controller to process data or data processors designated by the data controller.

Data may also be communicated through the use of radiofrequency chips, with encrypted transmission of the identification data contained in the card (more precisely the numerical codes memorised therein), which can be read by special systems that authenticate themselves by means of special credentials at a variable distance, never more than 10 cm. Systems without specific credentials cannot detect the card and obtain the identification data. This technology is applied in the case of electronic ticketing systems, when the Juventus Card is used as a digital means on which to load stadium tickets.

### Duration of data processing

Without prejudice to processing for administrative purposes - for which the storage time is 10 years from the termination of the contract - and purposes of litigation management, public security or legal purposes, the personal data collected for contractual purposes will be kept for the duration of the contractual relationship.

Data processed for legal reasons is kept for the time required by the relevant legislation.

The identity document collected for the Juventus Card's issue is temporarily stored until the identity checks are carried out.

Data relating to proceedings brought in relation to the regulatory framework for assigning stadium tickets is kept for 10 years, starting from their collection in order to comply with the obligations of assessing previous behaviour so as to determine the duration of any ban.

In all other cases, data of which the retention is not necessary on account of legal obligations or the legitimate interests of the data controller will be deleted 24 months after the purposes indicated in this information sheet no longer apply.

### Categories of parties that have access to data and scope of data circulation

For the purposes indicated above, data that is collected may be made accessible or communicated:

- to employees and associates of Juventus' company operations, appointed to pursue the aforementioned purposes, in their capacity as authorised data processors as part of their respective duties and in accordance with instructions received. Such individuals are in any case subject to the obligations of confidentiality and privacy;
- to third parties who carry out outsourced activities on behalf of Juventus, as external parties trusted by Juventus to conduct certain activities, or part of them, or whose activity is connected, instrumental or supportive to that of Juventus, and who will process data on behalf of Juventus (for example: hosting companies, project managers, programmers, systems administrators and database administrators, individuals running the ticketing service, those tasked by Juventus with customer care functions; individuals who perform technical or organisational tasks, such as printing, putting in enveloping, sending, transporting and sorting communications through automated systems, such as e-mail, fax, SMS or MMS, or through

traditional methods (such as paper mail), or by telephone with an operator, consulting company or marketing company). These subjects will be designated as data processors. The complete list of data processors is available upon request to Juventus by writing to the company's address or to the email address: [privacy@juventus.com](mailto:privacy@juventus.com);

- to all those individuals (including public authorities) who have access to personal data pursuant to regulatory or administrative proceedings;
- to all public and/or private entities, natural and/or legal persons who act as autonomous data controllers (legal, administrative and fiscal consultancy offices, legal authorities, chambers of commerce, employment chambers and offices, companies affiliated with the JOFC project to provide services thereto, etc.), if the communication is necessary or useful for the rightful fulfilment of any contractual obligations assumed as well as obligations deriving from the law.

Data is stored by Juventus in archives and on servers within the European Union. In the event that Juventus stores personal data in a cloud, the data could be processed by cloud service providers on behalf of Juventus and stored in different locations; in any case, cloud service providers will be required to store data on servers located in the European Union.

Certain data processors appointed by the club may make use of subsidiaries or associated companies in Italy and abroad (EU and non-EU countries) for the processing of personal data.

Where personal data is processed, by the data processor or by a group company of the data processor or by other subcontractors, outside the European Economic Area, or in an area that does not guarantee an adequate level of data protection recognised by the European Commission, the transfer of the data abroad will be subject to specific guarantees to protect personal data (for example, standard clauses, binding corporate rules, code of conduct, certifications, etc.).

#### **Data controller**

Juventus F.C. S.p.A., with registered office at Via Druento 175 - 10151 Turin, VAT number 00470470014, which provides the services covered by the contract, is the data controller.

#### **Data protection officer**

Juventus has appointed a data protection officer (DPO) (a role provided for by Article 37 of EU Regulation 2016/679), which is a point of contact, also for data subjects, on issues related to the processing of personal data. The DPO can be reached by writing to the Juventus address indicated below and to the following email address: [privacy@juventus.com](mailto:privacy@juventus.com).

#### **Rights of the data subject**

Finally, it is underlined that the data subject has specific rights, including the right to obtain confirmation of the existence or otherwise of their personal data even if not yet recorded, the communication in intelligible form of the same data, their origin as well as the rationale and purpose of it being processed. The data subject can also obtain the erasure, restriction of processing, anonymisation or blocking of data processed in violation of the law as well as an update, rectification or, where pertinent, the completion of data and the portability of data to another data controller. The data subject is also entitled to object, in whole or in part, and for legitimate reasons, to the processing of their personal data, provided those reasons are relevant to the purpose of the data collection. The data subject may also lodge a complaint with the DPO in the manner and by the means provided for by current legislation.

To exercise the rights listed above towards Juventus, the data controller, the data subject must submit a request using the following contact points through which the DPO can also be contacted: Juventus FC SpA, Via Druento 175, 10151 Turin (TO), and email: [privacy@juventus.com](mailto:privacy@juventus.com).

The data subject may also, at any time if registered on the [juventus.com](https://www.juventus.com) site, by connecting to their account on the "My Profile" page of the site, update their personal and contact details and modify their consent, or use the contact section of the site <https://www.juventus.com/it/contact.php> to submit their requests.

(last update on 01/07/2019)

## Terms and Conditions for using the Juventus Card

### 1. General description of the card

The Juventus Card is a loyalty card that also falls within the facilities set out in Article 8 of Italian Legislative Decree 8 dated 8 February 2007, passed by law 41 of 4 April 2007. It is issued in compliance with the procedures of the Italian Ministerial Decree of 15 August 2009;

(ii) it is an electronic document suitable for use in accordance with these Terms and Conditions, with the Terms and Conditions of use of Season Passes and/or Conditions of Sale of admission tickets for individual matches, and with the Stadium Use Regulations and other applicable regulations, such as those pertaining to admission to sporting events organised by Juventus F.C. S.p.A. at the Allianz Stadium;

### 2. Functions of the Juventus Card

The Juventus Card, which is the only document which attests to the right to participate in the "Juventus Card" Programme, has the following advantages for supporters:

- it can be used to purchase admission tickets to matches: the card is compatible with ticket sales systems that are widely recognised by ticket issuers, and allows the holder to take advantage of quicker, more efficient sales procedures, by transferring saved personal data directly to the issuing/release/payment systems (although Juventus Card holders must also carry with them and show a valid ID document on request of the ticket vendor). However, the card does not automatically give holders the right to buy admission tickets requested from time to time. This depends on the actual availability of the aforementioned tickets;
- it exempts the holder from various specific restrictions which may be imposed for public order reasons for matches played in Italy, both at home and away, allowing the holder to proceed more quickly to purchasing "Guest" sector tickets for national and/or high-risk matches. These enhanced rights of access may only be granted by the bodies and authorities in charge of public order and safety;
- it facilitates access to the stadium as it can be used to cross-check the name on the ticket with the identity of the card holder (Juventus Card holders must nonetheless carry with them and show a valid ID document when asked to do so by match stewards or the police);
- it is an electronic document suitable for use as a digital media device, which can be used to store passes and tickets for stadiums, allowing the holder to access the same through automated gates, where present. However, this does not exclude the possibility of being subjected to security checks or being asked to present a valid identity document (this is mandatory). The card itself is not proof of ticket purchase, even if it was activated for this purpose, unless a card reader (or in the absence of technological devices, relevant paper documentation) can be used to confirm this;
- the Juventus Card gives access to the services, privileges or benefits that from time to time the company may decide to reserve only to Juventus Card holders (such as, but not limited to: be designated as a reserve of a subscriber at Allianz Stadium; for Juventus Official Fan Club Member access the ticketing services for home and away matches through the relative Juventus Official Fan Club; for the Member access to the reserved ticketing sales for home away matches);
- all access passes and tickets can be loaded onto the Juventus Card (season passes and/or coupons for individual matches) provided that they are issued in connection with matches organised by Juventus F.C. S.p.A. It is not possible to load more than one ticket for each individual match onto the card. Uploading admission tickets onto the card entails the following:
  - (i) the payment of the purchase price of the admission ticket requested from the Holder;
  - (ii) the acceptance by the Holder of the Terms and Conditions of use for Season Passes and/or the Conditions of Sale regarding admission tickets for individual matches;
  - (iii) the acceptance by the Holder of the Allianz Stadium Use Regulations;
  - (iv) the acceptance by the Holder of the Code of Regulations on Transferring Admission Tickets to football matches.

The Juventus Card, uploaded with the admission ticket for Juventus F.C. S.p.A. matches, is required in order to access the stadium. Any other printed documentation accompanying this or delivered to the Holder (by post or by email) when loading the admission ticket onto the Juventus Card serves an auxiliary function only, providing an additional copy on paper of information (such as: sector, row and seat number) that is already stored electronically. As such, this printed documentation cannot be used to access the stadium/match at any time.

### 3. General rules for use of the Juventus Card. Suspension of the Juventus Card

The holder of the card ("Holder") is the individual in whose name the Juventus Card is issued, following verification of the latter's identity and his/her signature on the relevant agreement. It is not possible to hold more than one Juventus Card. The Juventus Card is strictly personal and cannot be transferred. However, the admission tickets loaded onto the card may be transferred to other individuals, provided that these persons are also in possession of a Juventus Card, in accordance with the appropriate procedures laid down by Juventus F.C. S.p.A., and dependent on the limitations that may be imposed by the latter and by the competent authorities (including those imposed at individual matches).

The card owner must keep the Juventus Card safe and take all necessary precautions to prevent the document from being used by other people in order to access the stadium. In case of theft or loss of the Juventus Card, the Holder must immediately notify Juventus F.C. S.p.A.. Prior exhibition to Juventus of the complaint the holder will be able to request the issuance of a new Juventus Card, upon payment of the cost of Juventus Card itself. Where the card holder has used the Juventus Card inappropriately (e.g. negligent use or delayed communication to Juventus) or has voluntarily permitted another person to make use (or attempt to make use) of the card in order to access the stadium, the Juventus Card may be suspended for one or more official matches and thus become unusable as a method for accessing the stadium for that period, without obligation to pay any reimbursement (including pro-rata reimbursement, refunds of the amount paid or compensation).

### 4. Characteristics of the chip used and methods of use

The chip fitted on the Card is a radio frequency microchip, with the ability to transmit encoded ID data. This occurs exclusively through readers which are authenticated via specific credentials. The Card is read when placed in close proximity with the reader (at less than 10 cm). Systems without the specific credentials cannot detect/read the card and acquire ID data.

### 5. Issuing procedure and grounds for exclusion, revocation or suspension of the Juventus Card

5.1 At the time of submission of the Registration Form by the individual in question, the latter must:

- fill out and sign a form addressed to Juventus F.C. S.p.A. and send it to Juventus by the methods indicated;
- provide a valid ID document (Passport or ID card or, exclusively for guests under 14 years, a Health Insurance Card);
- undertake to comply with the Code of Regulations on Transferring Admission Tickets to football games attached to the form.

5.2 The Juventus Card cannot be temporarily issued in the following cases:

- failure to submit or incorrect submission of the registration request and of the documents listed in Article 5.1;
- where the IT system encounters "impedimental reasons", pursuant to the Italian Decree of the Ministry of the Interior dated August 15th 2009, i.e.:
- individuals who are subject to a DASPO ban (Divieto di Accedere alle manifestazioni SPORtive, a measure preventing access to sporting events), or one of the measures envisaged by the Italian law no.1423 of 27/12/56 (so-called "prevention measures"), or
- individuals who have already been convicted (including first degree convictions) of crimes relating to sporting events in stadiums (the stadium ban lasts 5 years). In such cases, if the DASPO has already been imposed for the same event, once the period of 5 years of exclusion comes to an end, the period already passed under the DASPO ban is deducted.

In case of acquittal or revision of a DASPO ban, the impedimental reasons will be withdrawn, unless other preventive measure still exist.

Verification of impedimental reasons occurs by sending applicant personal data to the police central offices, according to the modalities envisaged by the Decree of the Ministry of the Interior of August 15th 2009, including the safety measure to protect personal data.

Where impedimental reasons emerge after the Juventus Card has been issued, Juventus Card functions will be suspended until the aforementioned impediment are maintained.

5.3 The Customer accepts the unquestionable right of Juventus F.C. S.p.A. to exclude or suspend from the Programme (resulting in invalidation of the "Juventus Card" and any privileges associated with it) at any time, without any pro-rata reimbursement, refunds of the amount paid or compensation, those individuals who:

- according to the judgement of Juventus F.C. S.p.A. or on the advice of the police or security staff and/or the stewarding service, or other sources, have not conducted themselves in accordance with the "Code of Regulations on Transferring Admission Tickets to football games" adopted by Juventus pursuant to Article 12, paragraph 10 of the Code of Sports Justice, during any event - football related or otherwise - regardless of the location or time of the same (including but not limited to, friendly games, training and during transfers for away games);
- are responsible for violations of the regulations for use of the sports venues in question;
- have used or attempted to use the Juventus Card in an unauthorised manner in order to fraudulently gain access to the stadium;
- are subject to the provisions of Article 6 of law 401 of 13 December 1989 or law 1423 of 27 December 1956, or who have been reported or convicted (even pending ruling) of crimes committed at or connected to sporting events;
- who have used the Juventus Card as part of ticket touting activities or secondary ticketing;
- who have culpably (e.g. negligent custody or delayed communication to Juventus), or voluntarily permitted another person to make use (or attempt to make use) of the Juventus Card in order to access the stadium (see Article 3);
- who, following checks and verifications, also subsequent to the issue of the Juventus Card, provided untruthful information (such as, but not limited to: date of birth differing slightly from the actual date of birth) in order to evade the checks carried out by the verification system to ensure the absence of impediments, and/or persons who have made false statements regarding the lack of criminal convictions and/or impediments to the issue of the Juventus Card.

5.4 If the Card is not issued because one of the requirements described in Article 5.2, above, is not met, or if it is subsequently suspended or revoked for the above-mentioned reasons, the Company will only be obliged to inform the applicant/Holder of the non-issue, suspension or cancellation of the Juventus Card, without giving the Holder the right to claim any form of reimbursement or compensation.

In the cases provided for in point (iv) above, the suspension will take effect from the moment in which Juventus becomes aware of it following the questioning of the system made available to the police headquarters for the issue of the admission ticket.

#### **6. Information necessary for conclusion of the Agreement.**

Registering with the Juventus Card Programme online is possible by filling in and signing the Registration Form available on [www.juventus.com](http://www.juventus.com) ("Website") after registering and filling in the data on the Website and paying the relevant registration fee by credit card, prepaid card or Paypal.

With reference to the various technical steps to be completed in order to conclude the Agreement, the Website enables users to follow a guided procedure that allows them to check and validate any data entered and to correct mistakes before the submission of their request in order to conclude the agreement. The various technical stages for order submission are summarised below:

1. Registration to be carried out using the individual's own authentication credentials (username/password) where available, or through the social media account of the aforementioned, or through the creation of a new account.
2. Data entry and confirmation
3. Entry of credit card details (or other accepted payment details) required for the transaction
4. Payment confirmation (by the interbank circuit)
5. Confirmation of completion of the purchase procedure
6. Issue of email acknowledging receipt of request.

The agreement shall be deemed concluded and binding for the Parties upon receipt by Juventus of the purchase order as carried out by the user. Juventus shall acknowledge receipt of the order by sending the relevant order confirmation to the email address provided by the user during the Website registration procedure. The order and the receipt are considered as received when the Parties to which they are addressed have the possibility of accessing them. The Customer undertakes to print on paper or on an adequate durable medium the Terms and Conditions of Use of the Juventus Card, and the attached Code of Regulations on Transferring Admission Tickets to football games, and all modifications to the same that may be made subsequently. The use of the Service by the Customer constitutes confirmation of his/her undertaking to comply with these Terms and Conditions of use and relevant subsequent modifications. The payment of the amounts due for the purchase of the Juventus Card on the Website must be made by the user via credit card or other accepted payment method, in accordance with the payment options clearly stated on the Website, on the pages referring to payment methods. The user acknowledges that the purchase order constitutes an obligation to pay, and that in submitting the aforementioned, therefore, he or she provides authorisation for the amounts specified in the Agreement to be charged to the chosen payment method.

#### **7. Execution of the agreement.**

In order to issue the Juventus Card purchased through the Website, the Holder must (i) access the "My Profile" area of the Website using his/her credentials (username/password) and upload a copy of ID document (jpg, pdf, pnf format) of the holder and of whoever is in charge of parental responsibility (in case of minor); subscription form signed by the one having parental responsibility.

In order to guarantee the correct delivery of services, personal information must be correct and truthful. The Juventus Card will be sent within 25 days from receipt of payment and of the forms necessary to issue the aforementioned, subject to checking via the computer system referred to in the Decree of the Ministry of the Interior of 15 August 2009 that no "impediments" exist. Where the individual in question fails to upload the above mentioned forms (in points a, b and c), or does not fulfil the requirements stipulated in Article 5.2, the Juventus Card will not be issued through the exclusive fault of the above. This does not entitle the aforementioned individual to the right to receive any reimbursement, refund or compensation.

#### **8. Validity of the card**

The Juventus Card lasts for 10 years from the date of issue and until the expiration date printed on the card itself. The Card will be immediately active and operational from the moment it is issued/delivered, until the expiration date printed on its front, unless it is cancelled or invalidated (revoked or suspended) for the reasons specified in Articles 3 and 5.

#### **9. Changes**

Juventus reserves the right to unilaterally change the terms and conditions of the Juventus Card. However, these changes will only take effect (unless they are imposed by mandatory provisions of law) from the start of the season following that in which the changes have been made public in the manner provided for below.

The use of Juventus Card service by the customer is a response to the willingness to adhere to any changes.

Communications concerning changes will be published on [www.juventus.com](http://www.juventus.com) or through communication via email or SMS inviting holders to take note of the changes on the website or otherwise in writing.

#### **10. Withdrawal**

The Customer does not have the right to withdraw from the Agreement pursuant to Article 52 et seq of the Italian Consumer Code, since the Agreement applies to the supply of goods that



are clearly customized pursuant to Article 59 paragraph 1 c) of the Italian Consumer Code (Leg. Dec. 206/2005 as amended by Leg. Dec. 21/2014). The Holder may however withdraw from the agreement and ask to be removed from the Programme at any time by providing written notice of 15 days to the Juventus Football Club S.p.A., without prejudice to the payment of the agreement costs already made. The agreement ends on the date of expiry of the notice, unless the Juventus Card is not loaded with a season pass with expiry dates beyond the aforementioned date of expiry. In such cases, and without prejudice to the 15 days' notice, the agreement will be terminated the day after the last match covered by the season pass.

#### **11. Communications**

All general communications addressed to Holders of the Juventus Card are deemed to have been read and acknowledged by all addressees once the period of 15 days of continuous publication of such information on [www.juventus.com](http://www.juventus.com) is complete. Communications addressed directly to individual Holders are considered to have been received on sending an email to the address provided on the registration form, or to a different address communicated in writing by the Card Holder.

#### **12. Applicable law and Jurisdiction**

The terms and conditions of use of the Juventus Card are regulated by Italian law. Any dispute concerning the validity, application, interpretation, execution and termination of these conditions of use and of the agreement stipulated between the Customer and Juventus will be deferred to the Chamber of Commerce of Turin and resolved according to the Conciliation Rules adopted by the Chamber itself. If the Parties wish to have recourse to the ordinary Judicial Authority, the competent Court will be that of Turin, or that of the place of residence or chosen domicile of the Customer, if he/she is qualified as a "consumer" under Legislative Decree 206/2005.

#### **13. Personal Data Information Clause**

As the personal data controller Juventus F.C. S.p.A. hereby informs customers that the collection and processing of the data subject's personal information is necessary in order to manage the membership of the aforementioned "Juventus Card Programme". The personal data provided will be processed by Juventus F.C. S.p.A. for the purposes of and in accordance with the methods described in the provided information on Juventus.com website during the purchasing process of Juventus Card. The processing of data for the purposes of managing the "Juventus Card" Programme does not require consent, as it is required in order to manage the relationship or to carry out operations. Always with these purposes in mind, data may be sent to public safety authorities, and/or to third-party companies in charge of ticketing services via IT systems. Personal data will be stored for the time established by the law.

## Code of Regulations on Transferring Admission Tickets to football matches

Given the Protocol of Understanding drawn up by the Ministry of the Interior, the Ministry for Sport, CONI, FIGC, the Professional Leagues, the Lega Nazionale Dilettanti, A.I.A., AIC and A.I.A.C. for "The Launch of Participation and Simplification Management" of 4 August 2017; Given Article 12 of the Code of Sports Justice; this "Code of Regulations for transferring admission tickets to football matches" has been adopted and is governed in accordance with the methods described below.

### Art. 1

#### Definitions

The "approval rating" (*hereinafter*: approval) is the right of Juventus Football Club S.p.A. (*hereinafter* the "Sports Company") to remove from the stadium, to refuse to sell admission tickets or to temporarily or definitively suspend their validity.

Approval applies not only to conduct after the purchase of the ticket or season pass or loyalty programmes, but also to conduct before the purchase of the above-mentioned tickets or season pass.

### Art.2

#### Type of conduct

For the purpose of evaluation pursuant to Article 1, all conduct associated directly with a football event, regardless of the location and time of the same, and therefore also outside the sports stadium, including transfers, or in any case in relation to events other than games.

A football event refers to all initiatives or moments organised by the Sports Company and therefore not solely to official occasions.

To this end, disapproved is all conduct that is contrary to the values of sport and public decency, all acts the performance of which expresses racial, territorial, ethnic and religious discrimination with regard to the supporters of rival teams, institutions and civil society or which, contrary to the principles of integrity and correctness, incite all forms of violence.

Also disapproved are all those actions aimed at denigrating, offending or blatantly contesting persons, public or private authorities and institutions, the Sports Company, its employees and/or representatives, security staff and stewards at the stadium in which the football match is being held, which incur administrative fines for the Sports Company or which damage the interests and image of the latter (including but not limited to, breach of the Stadium Usage Regulations, the unauthorised diffusion of images deemed to be detrimental to radio and television rights and data for the purpose of betting, ticket touting activities and the transfer or purchase of admission tickets through unofficial channels or online sales platforms that encourage the phenomenon of *secondary ticketing*, entering a stadium without a valid admission ticket and/or an admission ticket showing a name that does not correspond to the individual's identity, invading the pitch or entering or attempting to enter prohibited areas, the performance in and/or near the stadium of commercial or promotional actions that are not authorised by the Sports Company).

### Art.3

#### Conditions

The approval rating and the consequent preventive measures do not give the right to any type of reimbursement.

Where not specifically forbidden and under the terms and conditions indicated by the Sports Company, it is permitted to transfer tickets to third parties provided that they are entitled to use them.

The preventive measure does not prejudice any benefits accrued in accordance with the loyalty programme, unless the benefit refers to the event for which the preventive measure was ordered. In this case, the benefit may be used for the match subsequent to the prohibited match, provided that this is feasible in terms of the sports calendar, otherwise the benefit is lost. If during the suspension the supporter's unacceptable conduct is repeated, further preventive measures may be put in place and will be added to the previous measure without the possibility of integration.

Regardless of the location in which the unacceptable conduct took place, approval is exercised only for participation in games held at the stadium used by the Company, with the consequent exclusion of transfers.

### Art.4

#### Advertising

The current version of this code is published on the official website of the Sports Company and at the entrance gates to the sports facility and centres associated with the Sports Company.

### Art.5

#### Sources

The Sports Company may identify certain conduct through:

- reports from the stewarding services of the *Supporter Liaison Officer* department and/or from other staff of the club, the head of security on behalf of the Sports Company;
- images of the stadium on surveillance videos;
- images diffused on social networks where it is possible to identify the person believed to be responsible;
- open sources, in the case of publically ascertained facts.

### Art.6

#### Evaluation parameters

The following factors are evaluation parameters:

- 1) fraud or guilt of breach in relation to evident premeditation and/or emotional reaction;
- 2) the type of juridical asset "attacked";
- 3) previous conduct that substantiates a recurrence or that led to a simple warning;
- 4) subsequent conduct that substantiates active repentance or an undoubted desire to collaborate to eliminate or ease possible consequences deriving from unlawful conduct that damages the Sports Company, including the admission of responsibility and concrete repentance/regret by the party concerned;
- 5) the person's role as instigator or mere participant.

The acts committed inside the stadium, which include a breach of the usage regulation, will be punished by both types of provisions (fines and bans) as they are of a different nature.

### Art.7

#### Duration of measures

The duration of the preventive measures is in proportion to the seriousness of the event, identified in accordance with the criteria given in Art. 6.

The range of the preventive measures may vary from a minimum of one or two days to a number determined by the season.

In particularly tenuous cases, the Sports Company may decide not to apply any preventive measures but to send a letter of warning/formal notice to observe this Code and Stadium Use Regulations.

Through a special IT platform, the company will register and advise the ticketing company about the period of suspension of approval by inserting an alert that will be registered, collected and processed in compliance with the privacy regulation in force at the time.

#### **Art.8**

##### *Procedure*

The objection to the conduct containing the description of the breaches is established and communicated by the Security Delegate of the Sports Company to the person who has been identified through the data registered for providing the admission ticket - if the conduct is subsequent to the issue of the ticket - or through direct knowledge via public registers, or through the Police Force.

The individual as identified above, has the right to present, within 5 (five) calendar days from the above mentioned communication sent by recorded mail with advice of receipt to the registered office of the Sports Company, his/her reasons for evaluation with the aim of modifying or withdrawing the provision, and to request to be heard.

Within the subsequent 20 days the Company shall come to a decision about the request.

Silence is understood to mean that the request has been denied.

#### **Art.9**

##### *Minors*

It is possible to issue preventive measures with regard to minors, provided that they are fourteen years of age.

#### **Art.10**

##### *Relationship with other procedures*

The application of approval with the abovementioned prohibitions is regardless of any penal/civil procedures in that the conduct subject of investigation may damage various interests, as well as of any provisions and sanctions that should be adopted by the public authority (e.g.: DASPO or the ban on accessing sports events).

The application of the preventive measures does not prejudice, in any case, the right of the Sports Company to take action in any court of law against the perpetrator of the breach.

#### **Art.11**

##### *Changes*

The Sports Company reserves the right to change this Code of Regulations for Transferring Admission Tickets to football games with immediate effect, also for those who have already purchased the right to access, as a result of legislative and/or administrative and/or Public Safety provisions in general (for example, Decisions issued by the National Observatory for Sporting Events).