

JUVENTUS OFFICIAL FAN CLUB

2022-23 "JUVENTUS OFFICIAL FAN CLUB" MEMBERSHIP APPLICATION FORM

JUVENTUS OFFICIAL FAN CLUB

Family name*

Given Name

Gender*

<input type="text"/>	M	F
----------------------	---	---

Country of birth*

Date of birth*

<input type="text"/>	--	/	--	/	----
----------------------	----	---	----	---	------

Municipality of birth*

Residence** (municipality in Italy / Foreign Country)

Mobile

E-mail*

<input type="text"/>	@	<input type="text"/>
----------------------	---	----------------------

Juventus Card Number**

Membership No.

Type of Identity Document*

ID Document No.*

Identity card	Passport	<input type="text"/>
---------------	----------	----------------------

**mandatory data.*

** *mandatory for use of ticketing services.*

NOTE The mobile phone number may be used to facilitate direct and prompt communication with the Member and, subject to prior authorisation, for marketing purposes. Provision of the information is optional; in case a telephone contact is not provided, Juventus will not be able to contact the member immediately and promptly when necessary.

CONSENT TO PROCESSING OF PERSONAL DATA

The undersigned (first and last name) _____ after reading the attached information document hereby

consents _____ does not consent _____

to the processing of his/her data by Juventus F.C. S.p.A. for the marketing purposes as defined in the attached Policy, including for assessing customer's satisfaction, carrying out market surveys and polls, promotions and products and/or services offers, **from Juventus**, by sending short e-mail, SMS and newsletter notice messages, or through traditional methods, regarding Juventus or products and services offered by partners of Juventus;

consents _____ does not consent _____

to the processing of his/her data by Juventus F.C. S.p.A. for profiling and/or market analysis activities for the purpose of receiving targeted promotions, discounts and communications based on the provided data;

Place and date _____ **Applicant's signature*:** _____

*FOR MINORS, SIGNATURE OF THE PERSON WITH PARENTAL RESPONSIBILITY, PURSUANT TO THE APPLICABLE REGULATIONS ON PERSONAL DATA PROTECTION (art. 8 Regulation EU 679/2016)

TERMS AND CONDITIONS FOR THE SUPPLY OF SERVICES RESERVED TO JUVENTUS OFFICIAL FAN CLUB MEMBERS

1. In the Terms and Conditions set out below “**Juventus**” is intended as Juventus Football Club S.p.A., with head office in Turin, Via Druento 175, VAT No. 00470470014, and “**Juventus Official Football Member**” as the person associated to the Juventus Official Fan Club who has joined the project and has purchased from their own Official Fan Club the Juventus Official Fan Club service pack (hereinafter “**JOFC Member Pack**” and for whom the Juventus Official Fan Club has paid the required fee.
2. The JOFC Member Pack is a goods and service pack which allows the Member of the Juventus Official Fan Club project to access the following benefits/services:
 - welcome gadget
 - Juventus Official Fan Club e-card, which gives entitlement to:
 - 10% discount on the JMedical prices (discount not to be accumulated with any other current offers), producing, when booking, the Juventus Official Fan Club e-card in paper or digital format
 - 10% discount on stays at the JHotel (without the possibility of combining the stay with the ticket, which must be requested via the JOFC)
 - special rates for visits to the Allianz Stadium, Juventus Museum and City Tour (if organised)
 - opportunity to purchase dedicated Juventus Official Fan Club merchandise
 - opportunity to purchase the Juventus Card from their Juventus Official Fan Club
 - ticketing services through the appropriate Juventus Official Fan Club, within the limits allowed by the measures issued by the authorities for the containment of the Covid-19 epidemic emergency;
 - for Members who hold a season ticket at the Allianz Stadium purchased through their Juventus Official Fan Club, the possibility of selling their seat for a single match only to Members belonging to the same Official Fan Club and registering 4 reserves - rather than 3 - in the My Season Pass section of the Juventus Official Ticket Shop which can be found at the following address: <https://tickets.juventus.com/>.
 - eligibility for and invitation to dedicated events organised by Juventus.

Members of the Juventus Official Fan Club who are also Juventus Card holders (product not included in the JOFC Member Pack):

- 10% discount at Juventus Stores by showing the Juventus Card at the cash desk
- 10% discount on the Juventus Online Store (<https://store.juventus.com>) available only by making the purchase as a registered user (logging in with your MyJuve credentials) and entering the number of your Juventus Card.

The discount cannot be combined with other discounts/offers/promotions and does not apply to those items or categories of items which, from time to time, Juventus may, at its sole discretion, expressly exclude from discounts and/or promotional activities.

Any changes made by Juventus to the services and to these Terms and Conditions will be accessible on the website www.juventus.com Juventus Official Fan Club section and will be communicated to the Juventus Official Fan Club Member at the email address provided by the latter and/or through his/her Juventus Official Fan Club. The timing and procedures for the entry into force of any amendments and their application to the Members of the Juventus Official Fan Club will be communicated from time to time, depending on the nature and extent of the amendments. Unless otherwise provided, if the Member of the Juventus Official Fan Club continues to use the services after the amendments have been notified and published, this shall mean that the Member has accepted the amendments.

3. Participation to the Juventus Official Fan Club project is possible through the completion of this application form. Applications for each membership can be submitted only to those associations that have joined the project and have been officially recognised as Juventus Official Fan Clubs. If the Official Fan Club through which the Official Fan Club Members have purchased their JOFC Member Packs loses its Juventus Official Fan Club credentials during the validity

period of the Official Fan Club services and the agreement between the Club and Juventus therefore becomes invalid, Juventus will promptly inform the Juventus Official Fan Club Member by email. In this case, the Juventus Official Fan Club Member may request, within terms and procedures which will be promptly indicated, association to another Juventus Official Fan Club to continue to use the services provided by Juventus through Juventus Official Fan Clubs.

4. In order to guarantee the correct delivery of services, personal information must be correct and truthful. The processing of such data will comply with the modalities specified in the attached information document.
5. By signing this form, the applicant confirms that he/she is informed that the possibility of using the ticketing service through the Juventus Official Fan Club of reference requires the possession of the Juventus Card. The Juventus Official Fan Club Member acknowledges that:
 - the Juventus Official Fan Club Member "status" does not grant the automatic right to ticket allocation whenever members submit a ticket request to their Juventus Official Fan Club;
 - the name on the tickets purchased by the Juventus Official Fan Club Member may not be changed;
 - the Juventus Official Fan Club Member may not delegate a third party to collect paper tickets for away matches: tickets may only be collected by the person whose name is on the ticket, subject to presentation of an identity document (in the event of a failure to comply with this regulation, Juventus reserves the right to suspend the Juventus Official Fan Club Member from any service included in the JOFC Pack).
6. The Juventus Official Fan Club e-card is strictly personal and not-transferable, each Juventus Official Fan Club Member is the only cardholder for the e-card assigned to the same. Any abuse and/or fraudulent use of the e-card will result in the immediate suspension and/or interruption of services.
7. Membership of the Juventus Official Fan Club is valid for one Sport Season. After that term, no type of service will be supplied to the Juventus Official Fan Club Member through the JOFC project, other than renewal, to be applied for through the channels that Juventus will provide and communicate to the Juventus Official Fan Clubs.
8. The Member's right to use services is personal and non-transferable. With the exception of the provisions of article 3 in case of exclusion of the Member's own Juventus Official Club from the Juventus Official Fan Club project, **membership to several different Juventus Official Fan Clubs is strictly prohibited** during the same football season, on penalty of suspension of services.
9. The Juventus Official Fan Club Member undertakes to exclusively use services for legitimate purposes admitted by current laws, uses and manners, diligence rules, in any case without harm to third parties' rights. Outside of the provision and supply of the services included in the Juventus Official Fan Club pack, Juventus will not be party to the agreement between the Juventus Official Fan Club Member and their Juventus Official Fan Club and is in no way responsible for the behaviour of the same.
10. The Juventus Official Fan Club Member recognises that the use of services is at their own risk. Services are provided "as they are" and "as available". Juventus provides no guarantee that services match the requirements of the Juventus Official Fan Club Member.
11. The Juventus Official Fan Club Member accepts the unquestionable right of Juventus to exclude from the Juventus Official Fan Club project, or to suspend services, for those persons who:
 - according to Juventus, or on report from the Juventus Official Fan Club, or from the police or third parties, did not behave in accordance with the "Regulation Code for the transfer of tickets" adopted by Juventus in compliance with the directives of the National Observatory on Sport Events, including in relation to Juventus' away matches or, in any case, with the applicable laws and regulations;
 - are responsible for violations of the regulations for use of the sports venues in question;
 - are subject to the provisions of article 6 of law no. 401 dated 13 December 1989 or law no. 1423 dated 27 December

1956, or who have been reported or convicted (also pending ruling) for crimes committed at or connected to sporting events.

12. In the above identified cases, Juventus must communicate to the Juventus Official Fan Club Member and their Juventus Official Fan Club, the lack of issuance or cancellation of their Juventus Official Fan Club e-card and the termination of the services pursuant to article 2, without additional and more specific explanations and without the cardholder having the right to receive refunds, compensation or indemnities.
13. Juventus is also entitled, at any time, to partially or permanently suspend or interrupt the delivery of services to the Juventus Official Fan Club Member in the following additional cases:
 - when the Juventus Official Fan Club Member does not provide updated, complete and truthful personal information;
 - when the Juventus Official Fan Club Member uses the services for illegal purposes or in an illicit manner;
 - when the Juventus Official Fan Club Member, on the basis of objective circumstances, behaved in such a way as to actively participate in acts of violence at or due to sport events, or such as to represent a threat to public safety at or during such sport events;
 - in case of use or attempt to use a single e-card by more than one person to obtain discounts and/or promotions linked to the same;
 - in case of delegation to a third party to collect a paper ticket in the name of the Member for away games;
 - in case of violation of the terms and conditions of use for season tickets and/or of the Conditions of Sale regarding access tickets for individual matches;
 - when the member has committed acts or facts in violation of the Juventus Code of Ethics and/or the Allianz Stadium regulations.
14. Pursuant to article 47, paragraph 2 of the Consumer Code (Italian Legislative Decree 206/2005 as amended by Italian Legislative Decree 21/2014), articles 48 to 68 of the Consumer Code do not apply to this agreement, therefore the right of withdrawal pursuant to article 52 of the Consumer Code is excluded as it is a contract negotiated outside of the commercial locations on the basis of which the payment that the consumer must pay to their Juventus Official Fan Club is not higher than 50 Euros.
15. These terms and conditions of use are regulated by the Italian law. Any dispute concerning the validity, application, interpretation, execution and termination of these conditions of use will be referred to the Chamber of Commerce of Turin and settled according to the Conciliation Rules adopted by the Chamber itself. If the Parties decide to refer to the ordinary Judicial Authority, the only competent Court will be the one of Turin, or the one of the place of residence or of chosen domicile of the Customer, if they are classified as "consumer" according to the Italian Legislative Decree no. 206/200.

The undersigned

(Name and last name)* _____

- declares they are aware and has received a copy of the Terms and Conditions of the participation to the Juventus Official Fan Club Project described above and has no objections

Place and date _____

Signature*: _____

**in case of a minor, the declaration must be signed by the person with parental responsibility for the minor, indicating the name and surname of the signatory.*

- Pursuant to articles 1341 and 1342 of the Italian Civil Code, specifically approves the following articles:

article 6 (non-transferability of the e-card), article 8 (non-transferability of services and prohibition of purchasing several JOFC Member Packs), article 11, article 12 and article 13 (exclusion from the project, termination or interruption of services)

Signature*: _____

**in case of a minor, the declaration must be signed by the person with parental responsibility for the minor, indicating the name and surname of the signatory.*

- aware of the civil and criminal consequences of providing false statements and false documents, and affirms that the information provided in the application form is true and accurate and that he/she is an authorised signatory.

Furthermore, pursuant to article 46 of the Italian Presidential Decree 445/2000, declares:

- i. not to be subject to measure as per article 6 of the law no. 401 of 13 December 1989 (prohibition to access venues where sport events take place);
- ii. not to be subject to preventive measures as per the law no. 1423 of 27 December 1956 (preventive measures towards dangerous individuals for the sake of safety and public morality);
- iii. to have never been convicted, not even with a temporary ruling, for crimes committed during or on the occasion of sport events.

Signature*: _____

**in case of a minor, the declaration must be signed by the person with parental responsibility for the minor, indicating the name and surname of the signatory.*

DISCLAIMER AND AUTHORISATION FOR USE AND PUBLICATION OF IMAGES

In relation to audio-video recordings and/or photographs taken during the sporting events and/or other events organised by, or on behalf of, Juventus as part of the Juventus Official Fan Club project, in which the Juventus Official Fan Club Member takes part, and/or the images sent by the Juventus Official Fan Club Member to Juventus, the Juventus Official Fan Club Member hereby gives consent to the photographs and/or video images depicting him/her being used by Juventus for any reason and purpose, including - by way of example and without limitation:

- 1) editorial uses in relation to publishing initiatives implemented by the official communication bodies of Juventus (published in any language),
- 2) broadcasting (in any part of the world, live or recorded) of those recordings (alone and/or in other programmes and/or materials) on radio and/or television - public, private and pay-per-view - via the Internet and/or mobile applications, in cinemas and on any other media,
- 3) for archiving purposes,
- 4) for the provision of services offered for any reason to the public,
- 5) for use for promo-advertising and commercial purposes.

To that end, he/she hereby agrees to be photographed, recorded or filmed by Juventus and/or any third parties appointed by the same and, pursuant to arts. 10 and 320 of the Civil Code, and arts. 96 and 97, Law no. 633 of 22/04/1941 - the Copyright Law, also hereby authorises Juventus to use, transmit, publish, disseminate, grant under licence to third parties, for all purposes, including commercial, his/her voice, image and picture by means of photographic images and/or live or recorded videos, without any restriction, throughout the world, in perpetuity and in any case for the entire duration of legal

protection as enshrined in every country in the world, hereby granting free of charge a full disclaimer, authorisation and transfer of rights.

By way of example, the aforementioned authorisation is also understood to include the right to use the recordings and images, in all their parts, even separately:

- on any format or medium used for showing those recordings currently known (such as, by way of example but without limitation: audio, video, photo, films, multimedia, digital medium, television recording, magnetic medium and any other technological means, including television, radio, internet and/or other online network), or that is invented in future
- on all media available to Juventus and/or with which Juventus has agreements, of any type, nature and medium, therein including all possible platforms including, by way of example but without limitation, satellite, digital, terrestrial, internet, mobile telephony,
- on physical or digital products produced and marketed in any way and form by Juventus and/or by its third party licensees,

with the sole limitation that the rights relating to honour and reputation are respected, and for the purposes of archiving by Juventus (which the Undersigned recognises may be exploited even commercially by Juventus and/or by companies authorised by the same without limitation).

Likewise, the aforementioned authorisation includes the right to carry out, on the photographic and/or video material taken live and/or recorded, processing, adaptations, cuts and/or changes of any kind also through any alterations in sequences and/or insertions of other material, etc.

In relation to the foregoing, the Juventus Official Fan Club Member declares:

- i. to have been informed and to agree that he/she has nothing to claim from Juventus and generally from anyone who uses and exploits the video and/or photographic material.
- ii. to release Juventus from any consequence of any nature resulting from conduct and statements made during the recording.

Signature *: _____ Signature *: _____

This authorisation is also valid as consent to the publication and disclosure of photos and videos in the press / TV / internet / social media, mobile applications (such as, purely by way of example, on the Company's social networks and mobile App, on its institutional site and/or on sites linked thereto) and to the processing of personal data pursuant to the GDPR (ER 2016/679).

This authorisation may be revoked at any time by written communication to be sent to the following email address: privacy@juventus.com:

Signature *: _____ Signature *: _____

**in the case of a Juventus Fan Club Member aged under 18, this disclaimer must be signed by both parents or by the person having parental responsibility indicated in the following declaration:*

IN THE CASE OF A MINOR

Indicate Names and Surname of parents

PARENT: NAME _____ SURNAME _____ BORN IN _____ PROV _____ DATE _____

PARENT: NAME _____ SURNAME _____ BORN IN _____ PROV _____ DATE _____

[] we declare to sign this document in our capacity as parents of the minor in accordance with and for the effects of Art. 316 of the Civil Code.

[] I declare to exercise parental responsibility alone, in accordance with and for the effects of Art. 316 of the Civil Code, having received a mandate for that purpose also from the other parent, who has been informed in advance. I undertake to deliver to Juventus at the simple request of the latter a copy of said mandate and to indemnify and hold harmless Juventus Football Club S.p.A. from any liability in relation to the lack of truthfulness of what is declared.

(signature)

(signature)

PERSONAL DATA INFORMATION CLAUSE

pursuant to Regulations EU 2016/679 ("GDPR") and the applicable national regulations on the protection of personal data

The applicable legislation guarantees that the processing of personal data is carried out in compliance with the rights, fundamental freedoms as well as the dignity of natural persons, with particular reference to their privacy and the right of protection of personal data, ensuring that the data is processed in a lawful and correct manner.

In the light of these criteria, in the quality of "Data Subject", please be advised of the following:

1. Data Controller

The Data Controller is Juventus F.C. S.p.A., with registered office in Via Druento 175 – 10151 Turin, VAT no. 00470470014, which processes the data for the purposes linked to the Juventus Official Fan Club Project.

2. Data Protection Officer

The Data Protection Officer (DPO) is a role provided for in article 37 of Regulation (EU) 2016/679. The DPO is a person designated by the Data Controller or Data Processor. The role of the DPO is to:

- support, coordinate and collaborate with the organisation in managing matters regarding "data protection";
- supervise compliance with the applicable legal provisions and the Data Controller's policies, assessing the risks of every processing in light of the nature, field of application, context and purposes of the same;
- cooperate with the Authority and serve as a point of contact, including for the Data Subjects, for matters related to the processing of personal data;
- provide, if requested, an opinion regarding the assessment of the impact on data protection.

Juventus has appointed as DPO: Mr Simone Bongiovanni – Studio Legale Bongiovanni - who can be contacted by writing to the email address: privacy@juventus.com.

3. Type of data processed

Common personal data: the data provided for the purpose of subscription to the project (name, last name, place/country and date of birth, email and telephone), or the additional data necessary for the verification of the person's identity and for the purchase of tickets and/or season tickets and that are necessary for the issue of the Juventus Card (copy of identity document), or information on Juventus products/services purchased (season ticket, membership, Juventus Card), or images (when sending photographs for publication or participating in events recorded by Juventus).

Data relative to provisions: in order to subscribe to the JOFC project and for access to the relative services, as in the case of the purchase of tickets for access to the stadium and/or the release of the Juventus card, data regarding criminal or administrative provisions that entail the enforcement of a ban on accessing stadiums may also be processed if communicated to Juventus by the competent authorities may be processed. This also includes data on those who breach the Code Regulating the Sale of Access Tickets.

4. Data Sources

Common personal data is collected from the data subject (and therefore provided by the same) through the completion of the application form to the Juventus Official Fan Club, by their Juventus Official Fan club, as well as in the context of services and products linked to the Juventus Official Fan Club project supplied by Juventus.

The data relative to provisions may however be communicated to Juventus by the authorities in relation to the applicable regulations, for the purposes of prevention and repression of expression of violence linked to football matches.

5. Purpose of data processing, legal basis, nature of their conferment and retention times

Purpose	Legal basis	Nature of conferment	Retention times
Common data is processed to execute the request of the data subject of membership to the JOFC project and to provide the relative services; for sending service communications and to keep	Performance of a contract or application of precontractual measures (article 6.1.b GDPR)	The conferment is necessary for the provision of services or to comply with legal obligations. The failure to provide the data or its incompleteness may determine the impossibility for	Common data uploaded to the JOFC platform are retained for the duration of the membership (annual). In case of failure to complete the application and/or renew the membership, common personal

<p>them informed in relation to the initiatives relating to the Juventus Official Fan Club project (also by telephone, where provided), to organise activities and manage the participation to events organised within the context of the JOFC project.</p> <p>Data may also be used to purchase tickets at the stadium and the Juventus Card.</p> <p>An identity document is required for the identification of the data subject in order to counteract fraud.</p> <p>The identify document is also required to comply with legal obligations in order to purchase tickets at the stadium and of the Juventus Card.</p> <p>Common data and data relative to provisions may be processed also to prevent access to or the suspension of services to the JOFC Member and the revocation or suspension of the Juventus Card.</p>	<p>Legitimate interest (article 6.1.f GDPR)</p> <p>Complying with legal obligations the Data Controller is subject to (article 6.1.c GDPR)</p>	<p>the company to provide the full range of services and to comply with legal obligations.</p>	<p>data is in any case deleted after one month from the expiry of the membership.</p> <p>Application forms including common data are stored for 10 years from the end of the sport season to which the membership refers to, for any checks and/or management of complaints.</p> <p>The identity document is stored temporarily until the identity has been verified and in any case it is deleted within 5 months from the acquisition of the document by the Data Controller.</p>
<p><u>Administrative purposes</u></p> <p>Common data will be processed for administrative and accounting purposes, including the transmission, if any, by e-mail of business invoices by Juventus, for the fulfilment of purchases and issue the purchased ticket.</p>	<p>Performance of a contract or application of precontractual measures (article 6.1.b GDPR)</p> <p>Complying with legal obligations the Data Controller is subject to (article 6.1.c GDPR)</p>	<p>The conferment of data is necessary for the provision of services or to comply with legal obligations. The failure to provide the data or its incompleteness may determine the impossibility for the company to provide the full range of services and to comply with legal obligations.</p>	<p>10 years from the purchase and/or termination of the effects of the agreement for possible administrative checks and/or for the management of judicial disputes.</p>
<p><u>Ticket Service Management – purchase and issue of tickets and season tickets.</u></p> <p>Common data such as name, last name, gender, place/country and data of birth is processed for the issue of tickets for the purposes of admission to the stadium and the provision of services connected thereof.</p> <p>Common data and data relative to provisions may be processed also to prevent access to the stadium.</p>	<p>execution of a contract or of precontractual measures (article 6.1.b GDPR)</p> <p>Complying with legal obligations the Data Controller is subject to (article 6.1.c GDPR)</p>	<p>The processing is necessary for the provision of services or to comply with legal obligations. Should the data subject not intend to supply the personal data requested and necessary on the basis of what has been stated above, it will be impossible to provide these services.</p>	<p>Without prejudice to processing performed for administrative, public security or judicial purposes, the personal data collected in order to link each ticket to the user's details in application of the Ministerial Decree of 6 June 2005 is deleted pursuant to article 6, paragraph 4, of the above-mentioned decree, seven days after the date of the match to which the individual tickets refer.</p>
<p><u>Juventus Cards Management:</u></p> <p>The common data required for the Juventus Card is processed in order to issue</p>	<p>Performance of a contract or application of precontractual measures (article 6.1.b GDPR)</p>	<p>The Data Controller is not obliged to procure any specific consent from the data subject. The illustrated processing is in fact necessary for the provision of services or to</p>	<p>10 years from the expiry date of the Juventus Card for possible administrative checks and/or for the management of judicial disputes.</p>

<p>and activate the same and for the provision of the services connected to it, including sending service communications (also by telephone) strictly linked to the agreement and to the benefits deriving from the same, as well as the management of specific requests of the Juventus Fan Club Member.</p>		<p>comply with legal obligations. Should the data subject not intend to supply the personal data requested and necessary on the basis of what has been stated above, it will be impossible to provide these services.</p>	
<p><u>Direct marketing:</u></p> <p>For sending marketing communications via e-mail and, if a telephone number has been supplied, via telephone call or SMS, also for promotional and marketing purposes, in particular in relation to:</p> <ul style="list-style-type: none"> • Juventus' products and/or services; • special offers, presales, discounts relating to products and/or services from third parties which Juventus, thanks to commercial dealings with its own Partners/Sponsors, may promote at favourable conditions; • polls and market research, etc. 	<p>Consent of the data subject (article 6.1.a GDPR)</p>	<p>The provision of data is optional and failure to provide it will not involve any consequence, except for the impossibility of being included in statistical analysis and/or being kept informed of any marketing and promotional/advertisement initiatives by Juventus and third-party companies thereof. This consent, when granted, can in any case be revoked at any time with the procedures indicated below.</p>	<p>The data is retained for the time needed to fulfil its purposes, or rather until the recipient of the communication no longer has an interest in the same, taking the utmost care to prevent the data being retained indefinitely and to favour the exercising of the rights of the same. To this end, the data processed for the purposes linked to commercial and marketing communications (when consent for this has been granted) will be retained until there are interactions with Juventus (intended also as access to sites, to apps or other Juventus communication channels such as Direct E-Mailing, specific Landing Pages, etc) and, in case of termination of these, the data will be deleted after three years from the last interaction with Juventus.</p>
<p><u>Marketing profiling:</u></p> <p>to process the commercial profile (by detecting consumer habits), for the purpose of sending informational and/or advertising material of specific interest, by means of automated systems such as e-mail, fax, SMS, MMS or mail.</p> <p><u>This profiling is therefore finalised at processing, through a CRM (Customer Relationship Management) system, your possible preferences in the consumption of products and services, according to parameters determined by Juventus in relation to the pursuit of its commercial and business activities.</u></p> <p><u>Your consumer or potential consumer profile will therefore be derived from the processing of data collected.</u></p> <p><u>Through analysis parameters determined by Juventus, processing for the purposes of profiling will therefore allow to perform analyses, through analytical and/or comparative methods, in addition to</u></p>	<p>Consent of the data subject (article 6.1.a GDPR)</p>	<p>The provision of data is optional and failure to provide it will not involve any consequence other than the impossibility of being included in profiling analyses and receive promotions, discounts and communications targeted on the basis of the data provided. This consent, when granted, can in any case be revoked at any time with the procedures indicated below.</p>	<p>The data is retained for the time needed to fulfil its purposes, or until the recipient of the communication no longer has an interest in the same. To this end, the data processed for the purposes linked to profiling (if consent for this has been granted) will be stored until we receive revocation of the consent and in any case for a period no longer than 25 months.</p>

<p><u>possibly allowing to run specific promotions in relation to your consumer or potential consumer profile</u></p>			
<p><u>Soft Spamming:</u></p> <p>only with regard to the electronic mail coordinates provided by the data subject when purchasing the ticket, the data provided may be used to allow Juventus to directly offer similar products or services, without prejudice to the data subject's right to object at any time and without formalities to said processing, manifesting said intention in an appropriate and unequivocal manner.</p>	<p>Legitimate interest of the data controller (article 6.1.a GDPR)</p>	<p>Supply of the data is necessary to send you information on products or similar services. However, if you are opposed to this processing, the above limitation will have no consequence on services other than the impossibility of receiving information and communication on similar products.</p> <p>The request of limitation can be exercised by contacting the Data Controller simply when receiving such emails, by clicking on the unsubscribe link at the bottom of the message received or by the contact service on the Website: https://www.juventus.com/it/contact.php, or by writing to: privacy@juventus.com</p>	<p>The purchasing data processed for sending so-called soft spam will be stored for as long as commercial relationships, intended as purchases of products or Juventus Services and, from the termination of these, for a period no longer than 3 years from the last purchase.</p>
<p><u>Disclosure of data linked to the participation to events in the context of the JOFC project:</u></p> <p>Common data that may be provided and images and/or personal experiences shared in the context of participation to events and/or specialised sections within the JOFC project may be disclosed, as a result of appropriate disclaimer/indemnity, by publication on websites including social networks, in print and/or any other media.</p>	<p>Consent of the data subject (article 6.1.a GDPR)</p>	<p>The provision of data is optional and failure to provide them will have no consequences other than the impossibility of participating in the events and/or special sections and, within this scope, share one's own images and/or personal experiences</p>	<p>until the consent is revoked</p>

6. The privacy rights of Minors

In case of subjects under 16 years of age, pursuant to the applicable regulations on the protection of personal data, consent must be provided by the person with parental responsibility on the minor (hereinafter "Parent") for those purposes for which the processing of personal data is based on consent. The Parent has the right to review and to request the removal of the personal data.

7. Method of data processing

The data will be processed using electronic and/or digital tools and, in any case, according to the methods and tools adequate to guarantee the security and confidentiality of the data, in compliance with the provisions of the current regulations on the subject. More specifically, adequate technical, IT, organisational, logical and procedural security measures will be taken in order to guarantee protection of the data, granting access only to the people authorised to process by the data controller or processors appointed by the data controller.

8. Categories of subjects with access to data

The categories of subjects that may be aware of your personal data, as Authorised Subjects or Data Processors, are:

- ✓ Juventus' personnel, subject to appointment as person authorised to processing;
- ✓ subjects appointed as Data Processors as:
 - professionals or businesses involved by Juventus in the organisation and administrative, legal, fiscal or technical management of Services or of any Prize Competitions;
 - companies that provide services for the issue and control of tickets for access to the stadium;
 - companies that provide entertainment services at the stadium;
 - companies that provide control services on occasions of events organised by Juventus;
 - supplier companies of Juventus that offer services for sending communications via automated systems, such as email, fax, text or MMS, or using traditional methods (e.g. paper mail), or by telephone with operator for marketing purposes;
 - supplier companies of Juventus that offer support in carrying out market studies;
 - supplier companies of Juventus that manage the Contact Centre and Customer Care service;

- companies that provide services involving the recording of videos and/or taking of photographs;
- companies that provide hosting and archiving services;
- companies that provide IT services;
- the affiliated Juventus Official Fan Club through which these Data Processors have signed a specific contract or agreement with the data controller, through which they guarantee that they will process the data exclusively for the purposes indicated.

Furthermore, your data may be shared with third parties (or determined subject other than yourself, by Juventus, by Data Processors and by persons tasked with the processing of the above mentioned processing) only in those cases when this is mandatory by law or necessary for the provision of Services, the sale of products or the organisation of Prize Competitions, in the context of the processing described above at section 6. These third parties are:

- shipping service providers used by Juventus for the delivery of correspondence, of products possibly ordered by you online or, in case of Prize Competitions, possibly won by you; these suppliers are also required to process your data exclusively to provide the despatch service requested and operate as independent data controllers;
- Bodies, Authorities or Public Officials, if the communication of the data is mandatory by law (e.g., Supervisory Authority for the protection of consumers, judicial authorities, the police force, chamber officers or notaries involved in the procedures for the assignment and verification of deliveries of the prizes promised in prize competitions, officers of the Ministry for Economic Development for the supervision of Prize Competitions, etc.);
- third-party companies that manage online payment platforms and operate as independent data controllers;
- to any other public and/or private subject, natural and/or legal person that operate in the capacity of autonomous Data Controllers (legal, administrative and tax consultancy firms, Judicial Authorities), if such disclosure is required or functional for the correct performance of the contractual obligations assumed as well as of statutory obligations.

Sharing of your data with third-party companies is not provided in case a further and specific consent would be required, for sending commercial and marketing communications by third-party subjects, without such prior consent.

Lastly, data may not be broadcast, with the exception of the images included in audio-visual recordings made inside the stadium and/or on occasion of events in the context of the Juventus Official Fan Club project to which the data subjects participates, which may be transmitted or broadcast over any channel of communication as part of the public presentation of the sporting event as well as of the activities for information and promotion of Juventus activities and, in particular, of activities of the Juventus Official Fan Club project. Juventus highlights that any further sharing and circulation of the images published by third parties cannot, clearly, be controlled by it.

9. Data transfer

Juventus stores the data at archives and on servers within the European Union. In the event that Juventus stores personal data on a cloud platform, the personal data processed by cloud services providers on behalf of Juventus may be stored in different locations, both in Italy and abroad (EU and non-EU countries).

We also wish to inform you that some Data Processors appointed by our Company may process the data in Italy and abroad (EU and non-EU countries) and/or use subsidiaries or affiliates or sub-suppliers that are based in Italy and/or abroad (EU and non-EU countries) to carry out processing of personal data.

If the personal data are processed outside of the European Union, or in a territory 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 of the protection of personal data by adopting special contractual clauses approved by the European Commission.

10. Rights of the data subject

The data subject has specific rights, including that of obtaining confirmation of whether or not their personal data exist, even if not yet recorded, the intelligible communication of this data, of their origin and of the logic and purpose of said processing. The data subject can also obtain the deletion, restriction to processing, transformation into anonymous form or blocking of the data processed in breach of the law, as well as the updating, correction or, if so interested, the integration of the data and the portability (the right to receive the data in a commonly used structured form, readable by automatic data devices and to transfer such data to another Data Controller)¹. The data subject also has the right to fully or partially object to the processing of their personal data for legitimate reasons, even if they pertain to the purpose of the collection. The data subject may also submit a complaint to the Data Protection Supervisory Authority in the forms and ways provided for by current legislation.

To exercise the rights listed above with the data controller Juventus, the data subject should submit a request using the following points of contact:

- if registered with the www.juventus.com website and with a Juventus Account, send a request through the contact form on the website at the following link: <https://www.juventus.com/it/contact.php>;
- send an email to the following address: privacy@juventus.com;

It is also possible to request an updated list of the Data Processor from the above mentioned email address.

The data subject also has the right to file a complaint with the supervisory authority; in this case, you must contact the DATA PROTECTION OFFICER. It is possible to find all the necessary information on the www.garanteprivacy.it website as well as the forms accessible at this link: <https://www.garanteprivacy.it/home/modulistica-e-servizi-online>.

¹ These rights are set forth and governed by articles 15-22 of the Regulations. The deletion of data concerns data processed in breach of the law or in case of the revocation of consent and when there are no other legal grounds for the relative processing. It is always possible to object with regard to advertising and marketing materials, direct sales or market research. In other cases, it is not possible to object in cases the Data Controller has legitimate and prevalent reasons or when such objections would compromise the Data Controller's right to legal defence.