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COOKIE POLICY

MATCH Hospitality may set and access MATCH Hospitality cookies on your computer.

What are 'Cookies'?

Cookies are small pieces of information that are stored by your browsers on your computer's hard drive. They are often used as a mechanism for websites to remember things that a website browser has done there in the past, for example, clicking on particular buttons, logging in, or having read pages on that site months or years ago.

How does MATCH Hospitality use Cookies?

In common with many other website operators, we use cookies on our website. We use them to enrich your experience of using the website by allowing us to tailor what you see to what we have learned about your preferences during your visits to the site. Our cookies are also used to enable us to develop our website to reflect our customers interests by noting who has seen which pages and advertisements, how frequently particular pages are visited and determining the most popular areas of our website. We and carefully selected third parties also use cookies to show you more relevant advertising online. In general, we use the following types of cookie:

Strictly Necessary Cookies: These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use the shopping cart feature when buying match tickets, hospitality etc.

Analytical/Performance Cookies: These allow us to recognise and count the number of visitors and see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users can find what they are looking for easily.

Functionality Cookies: These are used to improve the functional performance of the website and make it easier for you to use. For example, they are used to remember that you have previously visited the website and asked to remain logged in to the website.

Targeting Cookies: These cookies record your visit to our website and your browsing habits, such as the pages you have visited and the links you have followed. They are used to deliver advertising

which is more relevant to your interests and also may be used to limit the number of times that you see an advertisement. They may be placed by us or by advertising networks with our permission. Please note, these cookies do not contain any of your personal information. For details on how to manage cookies and how to opt out of targeted marking see below. By continuing to use our website without choosing to delete/block cookies, you agree that we can place these types of cookies on your device.

Managing Cookies: You can manage cookies by activating the setting on your internet browser that allows you to refuse the setting of all or some cookies. Please refer to the instructions or the online help files available via your relevant browser if you wish to manage cookies in this way. Alternatively, please visit www.allaboutcookies.org for further information. To manage cookies relating to targeted advertising activities, you can visit www.youronlinechoices.com. To opt-out of being tracked by Google Analytics across all websites you can visit tools.google.com/dlpage/gaoptout.

Please note, if you refuse cookies this may mean that you can't use some of the additional features of our website and may not be able to access certain parts of the website.

Full list of Cookies used by the MATCH Hospitality Digital Platforms:

| Name of Cookie | Purpose & Type |
|--|---|
| AID | |
| EcommerceId | Used to identify a customer in our site |
| NID | |
| MH.Common.UtilitiesLanguage | Used to identify Customer language |
| _dc_gtm_UA-127577905-6 | Google Tag Manager |
| _ga | Google Tag Manager |
| _gid | Google Tag Manager |
| cookiebanner-accepted | Used to identify that a user has closed the cookie banner |
| QueueITAccepted-SDFrts345E-V3_fifa2022 | Used to track a user as already passed through the queue system |

The following Third-Party Cookies and tracking tools may be placed on Your computer or device:

| Name of Cookie | Purpose & Type |
|-----------------|---|
| FifaCom | Also used as a Performance Cookie, to understand how logged-in users are using the FIFA Digital Platforms. |
| app_vi | Adobe Cookie. To identify time of a visit. |
| dslv_fifa | Adobe Cookie. To identify days since last visit. |
| o_ec_persist | Adobe Cookie. Count external campaign clicks to a session. |
| o_ic_persist | Adobe Cookie. Count internal campaign clicks to a session. |
| omniture_optout | Adobe Cookie. Controls the user opt-out of Adobe DTM activity tracking. |
| s_cc | Adobe Cookie. The domain on which the Analytics cookie s_cc and s_sq are set by determining the number of periods in the domain of the page URL. This variable is also used by some plug-ins in determining the correct domain to set the plug-in's cookie. |
| s_fid | Adobe Cookie. Sets an anonymous visitor id. |
| s_sq | Adobe Cookie. The domain on which the Analytics cookie s_cc and s_sq are set by determining the number of periods in the domain |

| | |
|---|--|
| | of the page URL. This variable is also used by some plug-ins in determining the correct domain to set the plug-in's Cookie. |
| s_fid | Adobe Cookie. Sets anonymous visitor ID. |
| s_vi | Adobe Cookie. Sets anonymous visitor ID. |
| QueueITAccepted-SDFrts345E-fifa-fwc2018 | Submitted in each interaction to Our web servers to validate that the user has a valid queue number. |
| __RequestVerificationToken_X | Used to prevent cross-site request forgery attack, where X is an autogenerated key. |
| GenTabs | Prevents a user having multiple browser tabs or windows of the site. |
| ResCartX | Contains the current shopping cart items that have been reserved. Used to guarantee that after any page refresh done by the user (such as F5), the reserved products are still shown in the shopping cart. |
| PayResult | Stores payment status (i.e.: in progress, successful, failed) based on payment platform result. Its value is used to apply navigation logic after payment step. |
| "View Content", "Add to Cart", "Add to wishlist" "Purchase" | Insert a Facebook pixel and Google Ads tag in the code of FIFA.com to access information about users cookies, transactions and revenue |
| ANID s SAPISID .DDMMUI-PROFILE 1P_JAR NID SID CONSENT OGPC APISID SIDCC SSID HSID | To access aggregated non-personalised information about age and gender for the purpose of campaign analysis and optimization. |

The following analytic tools are used:

| Solution | Provider | Website Links |
|-----------------|--|--|
| Adobe Analytics | Adobe Systems Software Ireland Limited, 4-6 Riverwalk, Dublin 24, Ireland | https://www.adobe.com/ https://www.adobe.com/privacy.html |
| Branch.io | Branch Metrics, Inc., 1400B Seaport Boulevard, Redwood City, CA 94063, USA | https://branch.io/ https://branch.io/policies/#privacy https://branch.io/gdpr/ |
| DoubleClick. | Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA, USA | https://www.doubleclickbygoogle.com/ https://support.google.com/dfp_premium/answer/2839090?hl=en https://support.google.com/dfp_premium/topic/7395141?hl=en&ref_topic=28145 https://policies.google.com/technologies/ads |

| | | |
|----------------------------|--|---|
| Google Analytics | Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA, USA | https://policies.google.com/?hl=en https://policies.google.com/privacy?hl=en https://policies.google.com/technologies/product-privacy |
| Brandwatch | Brandwatch, 1st Floor Sovereign House Church Street Brighton BN1 1UJ, United Kingdom | https://www.brandwatch.com/legal/user-privacy-policy/ |
| Google Tag Manager | Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA, USA | https://policies.google.com/privacy https://policies.google.com/technologies/product-privacy |
| Rocketfuel/ Zeta Global | 3 Park Avenue, 33rd Floor New York NY 10016 | https://zetaglobal.com/privacy-policy/ |

The following social plug-ins are used:

| Solution | Provider | Website Links |
|-------------------|---|--|
| Facebook | Facebook Inc., Campus Building, Menlo Park, California, USA | https://www.facebook.com/help/443483272359009/ https://www.facebook.com/about/privacy/ |
| Twitter | Twitter Inc., 1355 Market Street, Suite 900. San Francisco, CA 94103, USA | https://dev.twitter.com/web/overview/privacy |
| Google+ (Youtube) | Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA, USA | https://policies.google.com/privacy?hl=en&gl=uk https://developers.google.com/+/web/buttons-policy https://policies.google.com/terms?gl=US&hl=en https://policies.google.com/technologies/product-privacy |
| Linkedin | MICROSOFT WAY , REDMOND, WA 98052-6399, USA. | https://www.linkedin.com/legal/privacy-policy |

Tracking Cookies: these able us to record data about the user of that specific browser, such as your actions on a site, browsing activity, purchases and preferences, IP address and geographical location, and the like. We will not use tracking cookies without your prior consent.

Support by Live Chat: If you chat with us on our live chat service, you will be sharing your name, e-mail address and phone number with us for the purposes of sending you a transcript as well as identifying yourself to our support team. This is necessary to provide our service to you. In addition to this information, our live chat system will place a cookie in your browser which will persist until you quit your browser. This is required to ensure that your live chat can continue between separate page requests to our website. Live chat cookies also allow us to view your location as well as the pages on our site that you are viewing. In certain instances (with your permission) it will allow us to call you via your browser or share a screen with you in order to assist you.

Our website uses Zoho SalesIQ, a live chat software of the company ZOHOO CORPORATION (“Zoho”). Zoho uses “cookies”, text files that are stored on your computer and that enable a personal

conversation in the form of a real-time chat on the website with you. The Zoho cookie is set by the live chat plugin to enable the live chat to keep the chat open and enable functionality. The purpose of data processing is to answer questions with customers in order to provide a better support, and offer the best service to our clients.

For more information about how your usage and related data of the live chat is collected, stored and processed on servers of Zoho, please see Zoho's:

privacy policy: <https://www.zoho.com/privacy.html>

cookie policy: <https://www.zoho.com/salesiq/cookies-policy.html>

By continuing to use our website without choosing to delete/block cookies, you agree that we can place these types of cookies on your device.

Use of Google Analytics

This website uses Google Analytics, a web analysis service of Google Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there. However, if IP anonymization is activated on this website, Google will reduce your IP address within Member States of the European Union or in other states party to the Agreement on the European Economic Area beforehand. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide the website operator with further services associated with website and Internet use.

The IP address transmitted by your browser in the context of Google Analytics is not merged with other Google data.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by Google by downloading and installing the browser plug-in available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>.

This website uses Google Analytics with the extension "_anonymizeIp()". As a result, IP addresses are further processed in abbreviated form, so that a personal relationship can be ruled out. As far as the data collected about you is personal, it will be excluded immediately and the personal data will be deleted immediately.

We use Google Analytics to analyse and regularly improve the use of our website. It allows us to improve our offering and make it more interesting for you as a user. For the exceptional cases in which personal data is transferred to the USA, Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

(6) Third party information: Google Dublin, Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001. user conditions:

<http://www.google.com/analytics/terms/de.html>, Overview of data protection: <http://www.google.com/intl/de/analytics/learn/privacy.html>, as well as the data protection declaration: <http://www.google.de/intl/de/policies/privacy>.

User conditions and privacy policy Google

(7) This website also uses Google Analytics for a device-independent analysis of visitor flows that is carried out via a user ID. You can deactivate the cross-device analysis of your usage in your customer account under “My data” and “Personal data”.

Marketing Cookies: can tell us if you have seen a specific advert, and how long it has been since you have seen it. This information allows us to measure the effectiveness of our online advertising campaigns and control the number of times you are shown an advert so it does not become too repetitive. We also use cookies to measure the effectiveness of our marketing communications, for example by telling us if you have opened a marketing email that we have sent you.

Consent and Control

Before Cookies are placed on Your computer or device, You will be shown a pop-up requesting Your consent to set those Cookies. By giving your consent to the placing of Cookies, You are enabling us to provide the best possible experience and service to You. You may, if you wish, deny consent to the placing of Cookies (unless those Cookies are strictly necessary); however, certain features of our website may not function fully or as intended, and You may lose any information that enables You to access our website more quickly and efficiently including, but not limited to, login and personalisation settings. In addition to the controls that we provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all Cookies or only third-party Cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the Help menu in your internet browser or the documentation that came with your device.

All mainstream browsers provide instructions on how to control Cookies (e.g. Google Chrome: <http://support.google.com/chrome/bin/answer.py?hl=en-GB&answer=95647> Microsoft, Internet Explorer: <http://windows.microsoft.com/en-us/internet-explorer/delete-manage-cookies#ie=ie10>, Safari: https://support.apple.com/kb/PH21411?viewlocale=en_US&locale=en_US, <https://support.apple.com/en-us/HT201265> etc.).

Data Protection

Please refer to <https://hospitality.fifa.com/media/2007/privacy-policy-fwc-2022.pdf>

Changes to this Cookies policy

We aim to meet high standards and our policies and procedures are, therefore, constantly under review. From time to time we may change how we use and place cookies. Accordingly, we recommend that you check this page periodically in order to review our current policies and practices.