

# Privacy notice – B2B Eleven

Your privacy is important to us.

All personal data that we obtain about you as a B2B customer or when you visit/use our B2B website, Footbar website or the B2B Footbar app, will be collected and processed in accordance with applicable data protection legislation, in particular the General Data Protection Regulation 2016/679 of 27 April 2016 (“**GDPR**”), as well as this privacy notice.

In addition, in the contexts of (the license for) broadcasting Eleven Sports channels in commercial premises, Eleven Sports processes various data about commercial premises that do not (yet) have obtained such a license. To the extent that this data can directly or indirectly identify you as a natural person, this personal data is also processed in accordance with applicable data protection regulations, in particular the GDPR, as well as this privacy statement.

This privacy notice provides more information about the personal data that we process, why we process it, how we obtain the data, how long we retain the data and with whom we share it. It also provides more information on how you can exercise your rights.

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## **1. IDENTITY AND CONTACT DETAILS**

The data controllers for your personal data are the following legal entities within the Eleven Sports group.

<b>The 12th Player BV</b> Auguste Reyerslaan 70 1030 Brussels Belgium Enterprise number 0750.515.526	<b>Eleven Sports Network NV</b> Auguste Reyerslaan 70 1030 Brussels Belgium Enterprise number 0629.964.916
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If you have any questions about the processing of your personal data, you can always contact us:

- via post: to the abovementioned address (attn. Privacy)
- via e-mail: [b2b@elevensports.be](mailto:b2b@elevensports.be)

## **2. PURPOSES**

We process your personal data for one or more of the following purposes:

- B2B customer management;
- Invoicing and accounting;
- Direct marketing;
- Optimization of the B2B website, Footbar website or the B2B Footbar app;
- Litigation management as B2B customer; and
- Enforcement of intellectual property rights and commercialization of our licenses.

Below, you can find for each purpose the personal data that we process, why we process it, how we obtain the data, how long we retain the data and with whom we share it.

### 1) B2B customer management

In the context of our B2B customer management, we may process your personal identification data (name, address, email address, username and password), business data (VAT number, address, email address, phone number, surface location), financial data (bank account number) information about your occupation and job (position), Footbar identification code, telecom provider you use, or any other information you provide to us.

The processing of these personal data allows us to register, manage and update your profile on our websites. This allows you to access, among other things, your quotes, sales orders, sales invoices, tickets and subscriptions. In addition, the processing of these personal data also allows us to create a profile on the Footbar app so that you can include relevant information regarding the matches being broadcast. This allows us to maintain the further contractual relationship to, among other things, schedule personal visits by our advisors, provide personalized advice, further follow up on any questions, requests and incidents, etc. Finally, we also process this personal data to improve our customer service, develop new initiatives, ensure broadcasts without interruptions, breakdowns or incidents and to prevent fraud.

The legal basis for this processing is, in the case of a professional customer, our legitimate interest to organize B2B customer management and improve our services (Article 6, §1, f) GDPR).

We always obtain your personal data directly when you register on the websites.

For B2B customer management purposes, we keep your personal data for up to 10 years after the termination of the contract.

If necessary, we share your personal data with your telecom provider. In addition, third parties with whom we cooperate for the storage and management of our data also have access to these personal data (IT providers).

## 2) Invoicing and accounting

In the context of invoicing and accounting purposes, we may process your personal identification data (name, (business) address, e-mail address) and financial data (bank account number).

The processing of this personal data allows us to keep our accounts, fulfil our accounting obligations (including the preparation of financial statements) and invoice our services.

The legal basis for this processing is the various legal obligations as set out in the Belgian Code of Economic Law, the Belgian Code of Companies and Associations and its Royal Decree and the Belgian Income Tax Code (Art. 6, §1, (c) GDPR).

We always obtain your personal data directly when you register on the websites.

For purposes of our invoicing and accounting, we keep your personal data for up to 7 years after the end of the respective financial year.

We only share your personal data with third parties with whom we cooperate within the framework of our invoicing and accounting (external auditors, accountants, banks and insurance companies) and with other parties if necessary (public authorities, banks and insurance companies, third parties in business transactions). In addition, third parties with whom we cooperate for the storage and management of our data also have access to these personal data (IT providers).

## 3) Direct marketing

For the purpose of sending commercial communications, we may process your personal identification data (name), company data (address, e-mail address, phone number) and information about your occupation and job (position).

These personal data allow us to keep you informed about promotions and offers and to inform you about our services.

The legal basis for processing your personal data is our legitimate interest to promote our services to premises that have registered on our websites (Article 6, §1, (f) GDPR).

For sending our commercial communications, we keep your personal data for up to 2 years after the termination of the agreement. Of course, you can always unsubscribe from our commercial communications at any time, after which we will stop processing your personal data for that purpose.

We always obtain your personal data directly from you when you register on the websites.

Third parties with whom we cooperate for the storage and management of our data have access to this personal data (IT providers).

#### 4) Optimization of the B2B website, Footbar website or the B2B Footbar app

For the purpose of optimizing our B2B website, Footbar website or the B2B Footbar app, we may process your electronic identification data (IP address and cookies).

This personal data allows us to offer well-functioning and user-friendly websites and applications.

The legal basis for placing necessary and functional cookies (e.g. to make the websites and applications function correctly or to provide a service requested by you) is our legitimate interest to offer well-functioning and user-friendly websites and applications (Article 6, §1, (f) GDPR). Statistical, marketing and social media cookies (e.g. to improve the performance of the websites and applications via analytical cookies) will only be placed if you have given your consent via the B2B website, Footbar website or the B2B Footbar app (Article 6, §1, (a) GDPR).

We always obtain your personal data directly from you. The expiration date varies per cookie and you can change your cookie preferences at any time.

We only share this personal data with third parties with whom we cooperate for the storage and management of our data (IT providers). In addition, third-party cookie providers may also have access to your personal data.

For more information about cookies and how to change your cookie preferences, please see the Cookie Policy of the [B2B website](#), the [Footbar website](#) and the [Footbar app](#).

#### 5) Geschillenbeheer als B2B-klant

In case of a (potential) litigation, we may process your personal identification data (name, (company) address, email address, telephone number) and any other information that is relevant to the (potential) litigation.

This data allows us to defend our legitimate interests in all forms of dispute resolution, including - but not limited to - verifying the lawful use of our licenses.

The legal basis for this processing is the legitimate interest to exercise our (contractual, extra-contractual, legal and other) rights of defense (Art. 6, §1, (f) GDPR).

We obtain this personal data directly from you or via third parties.

For our litigation management, we store your personal data for up to 5 years after the expiry of the period for appeal at last instance.

We only share this personal data with third parties on a need to know basis, including public authorities and judicial authorities (i.e. courts and tribunals, bailiffs, public prosecutor's office and

police authorities), banking and insurance institutions, our accounting firm, external legal counsel and debt collection firms. Our IT providers also have access to this personal data.

#### 6) Enforcement of intellectual property rights and commercialization of our licenses

In the context of (the license for) broadcasting our channels in commercial premises, we may process some personal data related to the owner and/or contact person of such commercial premises that are not yet licensed. This may include personal identification data and data relating to professional activities (name, company name, (professional) address, telephone number, e-mail address and VAT number as well as any other information relating to the commercial space). In addition, photographs may also be taken inside the commercial premise.

The processing of these personal data allows us to **identify** the **commercial premises** that must purchase a license to publicly display Eleven-Sports channels. These personal data also allows us to **provide** you with further **information** about the license relevant to you. In addition, we may use these personal data to identify (in the future) both the commercial premises that have not purchased a (correct) license and to take further **(legal) steps** in this regard.

The legal basis for this processing is our (overriding) legitimate interest to enforce our intellectual property rights and to commercialize our licenses (Article 6.1. f) GDPR).

We obtained your personal data either directly from you (during a visit of the commercial premise) or through observation and collection of publicly available information. Furthermore, we may receive information about the existence of a telecom contract from your telecom provider.

For these purposes, we keep your personal data for up to 10 years after the initial collection of your personal data. If we need to take (legal) action for this purpose, we will keep your personal data for up to 5 years after the expiration of the last deadline to appeal (longer if necessary, for example to comply with legal obligations).

If necessary, we share your personal data with your telecom provider. If we need to take (legal) action for this purpose, we only share this personal data with third parties with whom we cooperate within the scope of dispute management (external legal advisors, collection agencies) and with other parties if necessary (public authorities, court and police services, bailiffs). In addition, third parties with whom we cooperate for the storage and management of our data also have access to this personal data (IT providers).

### 3. **SECURITY**

We have implemented appropriate technical and organizational measures to ensure the confidentiality of your personal data and to protect your data from accidental and unlawful destruction, loss, alteration, unauthorized disclosure and access.

We have made the necessary contractual arrangements with the third parties with whom we work together and will not transfer your personal data outside the European Economic Area without ensuring that your data is granted an equivalent level of protection there.

#### **4. RIGHTS**

You can always contact us to exercise the following rights:

- the right to access or rectification of your personal data
- the right to erasure of your personal data
- the right to restrict the processing of your personal data
- the right to withdraw your consent
- the right to object to the processing of your data
- the right to transmit your data to another service provider
- a complaint if you believe that we are not acting in accordance with applicable data protection laws. You can also submit a complaint to the Belgian Data Protection Authority.

You can reach us via one of the following channels:

- via post: to the abovementioned address (attn. Privacy)
- via e-mail: [b2b@elevensports.be](mailto:b2b@elevensports.be)

For identification purposes, we may ask you for further information or a copy of the front side of your identity card.

We respect all rights relating to your personal data to which you are entitled under applicable law.

For those processing activities for which the legal basis is a legitimate interest, you can ask us more information about the balancing test that we have carried out in that context (for more information, see **PURPOSES**).

#### **5. UPDATES**

This privacy notice may be amended from time to time, within the limits of the applicable data protection laws. Via our websites and the Footbar-app you always have access to the most recent version.