

PRIVACY POLICY

The Game is the product of a business collaboration between Unidad Editorial Información Deportiva, S.L.U. (hereinafter, “**Unidad Editorial**” or “**Marca**”) and LaLiga Group International, S.L. (hereinafter, “**LaLiga**”). Therefore, in the terms described below, we hereby inform you that the personal data you provide to sign up to and access the Game will be processed by LaLiga and Unidad Editorial, respectively, as joint controllers.

To use the game you must register with the LaLiga Ecosystem, through which you access an environment created by LaLiga, composed of several applications and websites, belonging to both LaLiga and the affiliated football clubs with which LaLiga has collaboration agreements, where, by means of a common registration implemented by LaLiga for said assets (LaLiga Single Sign-On), each user receives a unique identifier such that any selection or modification of preferences or request for erasure made on one of the applications or websites which form part of the ecosystem will affect the rest of the LaLiga Ecosystem environment and the entities which it comprises.

Who is the data controller for your personal data?

On the one hand, your personal data will be processed by LaLiga, with CIF (tax identification no.) B05421805 and address at Calle Torrelaguna 60, 28043, Madrid.

LaLiga’s Data Protection Officer contact: dpo@laliga.es

On the other hand, your personal data will be processed by Unidad Editorial, with CIF (tax identification no.) B81868697 and address at Avenida de San Luis 25, Madrid (28033), a Spanish company that is part of the Unidad Editorial, S.A. group, which publishes the “Marca” sports newspaper.

You can contact the Data Protection Officer for the Unidad Editorial group at dpo@unidadeditorial.es if you have any questions regarding the content of this privacy policy.

Game users can contact the data protection officer for LaLiga and/or Unidad Editorial to see the essential content of the joint controllership agreement between the two parties in relation to the Game.

Where do we get your personal data from?

LaLiga will process the data which you provide via the registration form (alias or nickname, email, favourite team, region and country, all of which are requested as required data, and the telephone number requested as optional data), as well as other data inferred as a result of your use of and activity within the Game (registered user ID; device ID; advertising ID or Mobile Advertising ID – MAID; identifier for the provider of the service provided through the Game, LaLiga – IDFV – which permits the identification of your device in order to track your activity in LaLiga Ecosystem applications; identifier for advertisers – IDFA – which permits the identification of your device in order to track your activity



in LaLiga Ecosystem applications and third-party applications; operating system; device model and telemetry, for example, when you click on certain content or the time you remain active will also be recorded) or your interactions with communications which we may send you via push, in-app or email notifications, as applicable (for example, clicking on the content of a communication).

Likewise, in the event that you are the user of another asset for which LaLiga is the controller or in which LaLiga acts as joint controller of the data and which forms part of the LaLiga Ecosystem, in the Game LaLiga may process the aforementioned personal data, whether declared or inferred in said assets.

Finally, we inform you that in the iOS version of the Game, Apple will ask your permission for the use of the advertising identifier of your device (“IDFA”) by LaLiga for any of the purposes which may require it, in accordance with the section *Why do we process your personal data?* of this privacy policy.

Importing data from social media

We hereby inform you that you will be able to use the social media profiles you hold in order to sign up to or access the LaLiga Ecosistema, as well as to share with LaLiga additional information on the profile you have on said social media.

Data shared via Facebook:

- Name and profile photo (Required to register. However, we inform you that LaLiga does not process your profile photo)
- Email address (Optional)
- Birthday (Optional)
- Bio posts (Optional. Your public and private bio posts, including photos and videos, information about places tagged in them and other types of reactions they receive).
- Sex (Optional)
- Page likes (Optional)
- Current city (Optional)

Data shared via Google:

- Name and surnames (Required to register)
- Email address (Required to register)

Data shared via Apple:

- Apple ID or email address (Required to register)
- Name (Required to register)

In this sense, we inform you that LaLiga is not responsible for the legal adequacy of the social network you use for the aforementioned purposes. For this reason, we recommend that you review the conditions of use and privacy policy of the social networks that you are going to use for these purposes so that you can verify that the treatment carried out with your personal data is in accordance with your expectations of privacy and the data protection regulations that may be applicable in each case.

Once the data has been imported and incorporated into your Game user account, your data will be included in the LaLiga Ecosistema and processed by LaLiga for the purposes described in this Privacy Policy.

Why do we process your personal data?

LaLiga and Unidad Editorial undertake to process your personal data in accordance with the provisions of applicable regulations and, in particular, to treat the user's personal data to which it has access as a result of their use of the Game confidentially. To do this, LaLiga and Unidad Editorial have adequate technical and organisational measures in place to guarantee the security of your personal data and prevent its destruction, loss, illegal access or alteration. When it comes to implementing these measures, the following criteria have been taken into account: (i) the scope; (ii) the context and purposes of the processing; (iii) the state of technology and (iv) the risks.

Main purposes:

- / **Registering, accessing and participating in the Game:** We inform you that the personal data you provide when registering will be processed by LaLiga and Unidad Editorial for the purposes of facilitating your registration and access to the Game, as well as to manage your participation in it. Likewise, LaLiga will use it to grant you access to the other LaLiga Ecosystem assets. In particular, LaLiga and Unidad Editorial will use the following data to fulfil this purpose:
 - Email address: required for registration and to access the Game.
 - Alias or nickname: used to identify the user within a league and in the table.

On the other hand, the data listed below will be processed exclusively by LaLiga for the aforementioned purposes:

- Favourite team: used to designate your team within the Game.
- Region: used to show the sponsors of the Game corresponding to the selected region (the sponsors of the game in America are different to those in Europe).
- Country and, optionally, city: used to offer the user the possibility of joining personalised leagues (for example, a user will be able to access leagues shared with users from the same city, selectable within the country).

The above includes, if applicable, communication by LaLiga of registration data to the Sponsors responsible for the Sponsored Leagues in which you participate in the Game.

In this regard, we inform you that LaLiga uses Microsoft's cloud services (Azure) for the management and hosting of your personal data. This service means that your personal data will be transferred outside the European Economic Area, specifically to the United States. Likewise, in order to verify the validity of the email address provided to LaLiga to register for the game, LaLiga uses the services of a third-party provider (RP Solutions Inc.) which also involves international transfer to the United States, in this case of the email address supplied. This country does not guarantee an equivalent level of protection to the European Economic Area. For this reason, LaLiga has signed standard contractual clauses adopted by the European Commission with said service providers by virtue of the provisions of Art. 46.2 c) of the General Data Protection Regulation, including additional guarantees and obligations addressed to these providers to ensure the greatest possible security and transparency. The content of the standard contractual clauses is available on request from lopd@laliga.es.

- / **Participation in prize draws through the Game:** We inform you that both your email address and alias or nickname will be processed by LaLiga for the purpose of managing your participation in prize draws held through the Game. Once the draw has been held, the prizes will be published in the Game itself or they will be communicated to you by email. Likewise, in the event that you are selected as a winner in any prize draw, we will contact you to ask you for additional details such as your National Identity Document (DNI) and your postal address to deliver the prize to you.
- / **Payments in the Game:** In the event that you access the mobile application and make payments within the Game, we inform you that your personal data will be processed by Google or Apple, via their payment gateways, for the purpose of managing the payments. In this regard, we invite you to review the privacy policies of Google or Apple to obtain information on the processing of your data. The information relating to any payments you may make will not be processed by LaLiga or Unidat Editorial.
- / **Push notifications about the Game:** In the event that you access the mobile application of the Game, you will be able to receive push notifications relating to the Game via the regular notifications system of your Smartphone or Tablet (for example, about the start of a matchday, bids received, new managers joining your league, etc.). You can stop such communications being sent at any time through the Game's "notifications centre" or through the settings on your Smartphone or Tablet. These notifications may be shown on your device whether you have the mobile application open or not and we will use your user ID to send you the notification.

In this regard, we inform you that in order to send you these notifications, LaLiga uses the services of a third-party provider (Char Software, Inc. – Localytics) which involves the international transfer of

your user ID to the United States, a country where an equivalent level of protection to the European Economic Area is not guaranteed. However, LaLiga has signed standard contractual clauses adopted by the European Commission with the service provider by virtue of the provisions of Art. 46.2 c) of the General Data Protection Regulation, including additional guarantees and obligations addressed to this provider to ensure the greatest possible security and transparency. The content of the standard contractual clauses is available on request from lopd@laliga.es.

- / **In-app notifications related to the Game:** In the event that you access the mobile application of the Game, you may receive in-app notifications relating to the Game (for example, about changes to the privacy policy, legal notice or terms and conditions of use of the Game, etc.). You can stop such communications being sent at any time through the Game's "notifications centre". These notifications are only shown when the mobile application is open and we will use your user ID to send you the notification.
- / **Attending to enquiries:** We inform you that LaLiga may process your personal data relating to your name and email address in order to manage any requests which you send to us via the Game contact form about the functioning of the Game, to answer questions, receive suggestions and/or resolve incidents in order to provide you with a response. Telephone support, WhatsApp, chat (email).

The legal basis for the aforementioned purposes is that the processing is necessary for the execution of a contract in which the interested party is a party by virtue of the provisions of art. 6.1 b) of the General Data Protection Regulation.

- / **Internal reports:** Furthermore, LaLiga will process in aggregate form the personal data which you supplied during registration (in this case, region, country and favourite team) or social login (if applicable, birthday, sex, page likes and current city), usage data of the Game and of the other LaLiga Ecosystem assets which you use (user ID, device ID (IDFA or if applicable, IDFV), device model, operating system and telemetry, for example, clicking on certain content or the time you remain active) and finally, interactions with communications of any type which you may receive (for example, clicking on the content of a communication) or in communication with Game support, for the preparation of relevant metrics and statistics which allow LaLiga to analyse the use made of the Game by different user segments which are generated and the impact of its campaigns, evaluating the interest which they have generated among the aforementioned segments based on the data analysed. In particular, LaLiga will carry out aggregated segmentations based on the aforementioned data, which include:

- Segmentations based on favourite team and country. (e.g. 20 users from Spain have selected X team as their favourite team).

The legal basis for the aforementioned purposes is that the processing is necessary for the satisfaction of the legitimate interest of LaLiga by virtue of the provisions of art. 6.1 f) of the General Data Protection Regulation, consisting of extracting lessons from the information provided and obtained from users that allows you to improve the Game and optimize the communication campaigns carried out based on the interest that these generate among the different groups of users. Before doing so, we inform you that LaLiga has carried out a proportionality analysis between its legitimate interest and the rights and freedoms of its users. You can request the conclusions of this analysis through lopd@laliga.es.

You have the right to object to the aforementioned purpose at any time in accordance with the procedure described in the section ***“What are your rights when you provide us your personal data?”***.

Use of the identifier for advertisers (“IDFA”) on iOS (Apple) devices

Use of the IDFA for the ***“Internal reports”*** purpose requires the user tracking permission within Apple’s iOS operating system. In the event that the user has not given their permission for the use of the IDFA, LaLiga will not be able to carry out this purpose using the IDFA of the device.

The user may accept or reject the tracking permission at any time in the iOS settings of the user’s Apple device.

Additional purposes

If you give us your consent, the additional purposes for which LaLiga and Marca will process your personal data are provided below:

- (i) LaLiga:
 - / **LaLiga commercial communications**: So that LaLiga can send you commercial communications via email, push or in-app notifications, SMS or other instant messaging channels about its activities (the competitions it organises, campaigns, public viewings, shows or live events), products (apps, online platforms and games developed by LaLiga), services, competitions, offers, draws and/or promotions run by LaLiga, or competitions, offers, draws and/or promotions run by LaLiga on products and services promoted jointly by it with its official sponsors, which you can view here www.laliga.es/patrocinadores (hereinafter, the **“Official Sponsors”**), national federations or national and international TV networks (hereinafter, “LaLiga products and services).

For this purpose, LaLiga will only process your email address, user ID and, if applicable, the telephone number you provided us with on the registration form.

Furthermore, we inform you that in order to send you marketing communications via email or SMS, LaLiga uses the service of a third-party provider (salesforce.com EMEA Limited) which involves the international transfer of the email address and/or telephone number you have provided us to the United States. Likewise, in order to send you marketing push notifications, LaLiga uses the services of a third-party provider (Char Software, Inc. – Localytics) which as we have stated previously, involves the international transfer of your user ID to the United States. This country does not guarantee an equivalent level of protection to the European Economic Area. For this reason, LaLiga has signed standard contractual clauses adopted by the European Commission with said providers by virtue of the provisions of Art. 46.2 c) of the General Data Protection Regulation, including additional guarantees and obligations addressed to these providers to ensure the greatest possible security and transparency. The content of the standard contractual clauses is available on request from lopd@laliga.es.

The legal basis for the processing of your data for the aforementioned purpose is the consent that you have given us for the processing of your data for the specific purposes selected by virtue of the provisions of art. 6.1 a) of the General Data Protection Regulation. Your personal data will be kept for this purpose until you revoke the consent granted.

You have the right to withdraw your consent at any time following the procedure described in the “*What are the user’s rights when providing us their personal data?*” section, this does not affect the legality of the processing based on consent prior to its withdrawal.

- / **Simple profiling:** So that LaLiga can send you segmented commercial communications via email, SMS or other instant messaging channels about LaLiga products and services (for example, we will send you commercial communications about products that may interest you based on the age or region of residence that you have indicated on your profile).

The aforementioned information is aimed at simple segments (groups of users created based on the information provided by them in their profiles) which LaLiga may prepare taking the following into consideration:

- Limited level of detail of the profile. LaLiga may create simple segments such as, for example, segments for women over the age of 25.
- Non-exhaustive profile. To create the segments, LaLiga will only process the personal data which you have provided on the current website or on other LaLiga Ecosystem assets. In particular, LaLiga will use the following personal data:
 - Country of residence.
 - Region or province.

- Age.
 - Sex.
 - City of residence.
 - Language.
 - Post code.
 - Favourite team.
 - Favourite sport.
- Positive consequences for the user. LaLiga will be able to send you marketing communications that best match the profile that you have declared, avoiding marketing communications which are not desired or about content which is of little interest.

The legal basis for the aforementioned purpose is that the treatment is necessary to satisfy the legitimate interest of LaLiga by virtue of the provisions of art. 6.1 f) of the General Data Protection Regulation, consisting of effectively taking advantage of the personal data that the user has provided to achieve greater interest and return of the communications sent. Before doing so, we inform you that LaLiga has carried out a proportionality analysis between its legitimate interest and the rights and freedoms of its users, the conclusions of which you can request via lopdp@laliga.es.

You have the right to object to the aforementioned purpose at any time in accordance with the procedure described in the section *“What are your rights when you provide us your personal data?”*.

/ **Preparation of exhaustive profiles:** LaLiga will draw up an in-depth profile of you so that it can offer you **personalised products, information and experiences** through personalised commercial communications sent via email, SMS or other instant messaging channels, send you personalised push or in-app notifications (provided that you have given consent for the *“LaLiga commercial communications”* purpose) or display banners with personalised advertising on websites, apps and social media about LaLiga products and services (for example, if we identify that you are a supporter of a specific club, we will offer you personalised incentives, such as your favourite team's football shirt).

In this way, the aforementioned information will be directed to the segments (user groups that are made according to the information obtained from them or how you use the Game or other assets in the LaLiga Ecosystem) that we can create based on the following data sources:

- The information which you provide during registration (in this case, favourite team, country and region);
- Social login (in this case, sex, the city you reside in, bio posts – information about places tagged in them and the types of reactions they receive –, page likes);
- Interactions with communications or notifications which

you receive (for example, clicking on the content of a communication) or in communication with Game support;

- Data inferred as a result of use of and activity on the Platform (device ID, registered user ID, device model, operating system and telemetry, for example, clicking on certain content or the time you remain active).

Furthermore, LaLiga will generate these segments taking into account the following profiling techniques:

- Optimisation of campaigns: we will exclude you from advertising campaigns about prize draws which you have participated in, about applications for which you have registered or which you have downloaded, about products which you have purchased or about services which you have previously acquired (for example, we will avoid offering you a LaLiga app if we know you have previously downloaded it)
- Users with similar likes and preferences: thanks to the profile which LaLiga creates about you, we can send you personalised content taking into account other profiles similar to yours (for example, if we identify that other users similar to you like eSports, we will show you advertising related to eSports).
- User ratings: LaLiga will obtain an unknown variable from known variables provided by you or inferred of you in order to carry out an analysis of its users with the aim of identifying those with the greatest propensity for using or contracting LaLiga products, and, if applicable, offering them products and services.
- Use of LaLiga's Data Management Platform¹ ("DMP"): we inform you that, in the mobile version of the Game, we may use the Android and iOS advertising identifier (MAID and IDFA) and hashed email address, as well as sociodemographic information (favourite team, country and region) and data inferred as a result of the use of and activity on the Platform for the purpose of personalising our advertising campaigns, creating anonymous browsing profiles, showing you advertisements which match your preferences and measuring the performance of advertising campaigns.

¹ A DMP is a data management platform that lets us create target audiences using a combination of data from different sources (1st, 2nd and 3rd party data). In addition, this is a tool that helps optimise audiences for multi-channel strategies, letting us offer users the best possible experience when interacting with any channel.

LaLiga may offer third-party advertisers segments and audiences prepared by it with the aforementioned personal data in order for said advertisers to be able to show personalised advertising in different advertising spaces. In no case will we share your personal data to fulfil this purpose.

On the other hand, using the advertising identifiers on your device's operating system, LaLiga can re-identify you on other LaLiga Ecosistema websites or apps in order to have a more detailed profile on you. Advertising identifiers are pseudonymised data that does not directly identify you, but rather identifies the device you use in our ecosystem. In this regard, we would like to inform you that you can reset this identifier as follows:

- **On Android:**
From the device settings or Google settings, find the services section and select “Ads”. Under “Ads”, choose the “Reset advertising identifier” option.
- **On iOS:**
To reset your advertising identifier on iOS, open Settings and select Privacy > Advertising > Reset advertising identifier.

If you reset the advertising identifier, LaLiga will not be able to re-identify you and, consequently, it will not be possible to trace your activity or show you information based on your preferences when you interact with LaLiga through its different apps and websites.

Likewise, we inform you that in order to fulfil the purpose of profiling, specifically related to the use of the Data Management Platform, mentioned previously, LaLiga uses the service of a third-party provider (salesforce.com EMEA Limited) which involves the international transfer of your MAID, IDFA and hashed email to the United States, a country where an equivalent level of protection to the European Economic Area is not guaranteed. However, LaLiga has signed standard contractual clauses adopted by the European Commission with the service provider by virtue of the provisions of Art. 46.2 c) of the General Data Protection Regulation, including additional guarantees and obligations addressed to this provider to ensure the greatest possible security and transparency. The content of the standard contractual clauses is available on request from lopdl@laliga.es.

Use of the identifier for advertisers (“IDFA”) on iOS (Apple) devices

Use of the IDFA for the “*Preparation of exhaustive profiles*” purpose requires the user tracking permission within Apple’s iOS operating system. In the event that the user has not given their permission for the

use of the IDFA, LaLiga will not use DMP technology for the preparation of profiles, but it may use all other profiling techniques.

The user may accept or reject the tracking permission at any time in the iOS settings of the user's Apple device.

- / **Communications from your favourite Football Team and third parties:** If you authorise us to do so, LaLiga may communicate your personal data to the team or teams that you have chosen as your favourite when signing up for the Game (hereinafter, "Favourite Team"), so that your Favourite Team can send you commercial communications about its activities, products, services, competitions, offers and/or promotions through any means, including electronic or equivalent commercial communications (such as email, SMS, MMS and similar). You can consult the list of teams with which LaLiga has reached an agreement and with which it may share your data based on the choice you make and the consent you have granted in the section "***To which recipients will your personal data be communicated?***".

Likewise, LaLiga may directly communicate your personal data to third parties so they can send you advertising about their products and services through any means, including electronic or equivalent commercial communications (such as email, SMS, MMS and similar). You can consult the list of third-party entities with which LaLiga has reached an agreement and with which it may share your data based on the consent you have granted in the section "***To which recipients will your personal data be communicated?***".

Furthermore, thanks to LaLiga's DMP, it is possible to create target audiences with the device advertising identifier (IDFA or MAID) and hashed email, for the purpose of offering said audiences to third-party entities who may show you advertising on products and services which may be of interest to you based on your preferences. We additionally inform you that, in order to communicate said audiences to third parties, we need your prior consent to carry out an analysis of your profile, as indicated in the purpose "***Preparation of exhaustive profiles***" given that they are distinct but interdependent purposes.

Use of the identifier for advertisers ("IDFA") on iOS (Apple) devices

Use of the IDFA for the "***Communications from your Favourite Football Team and third-party entities***" purpose requires the user tracking permission within Apple's iOS operating system. In the event that the user has not given their permission for the use of the IDFA, LaLiga will not use DMP technology for communicating audiences to third parties.

The user may accept or reject the tracking permission at any time in the iOS settings of the user's Apple device.

- / **Programmatic Ad networks:** So that LaLiga can communicate your personal data to providers of programmatic ad networks engaged in

displaying personalised advertising in the mobile app exclusively. Specifically, these programmatic ad networks, which you can see in the ***"To which recipients will your personal data be communicated?"*** section, will use the personal data you entered in the Game registration form, as well as the following personal data:

- / User IP address
- / IDFA
- / Google/Apple device advertising identifier
- / Device identifier
- / User country by IP

What is programmatic advertising? This is a type of online advertising in which a specific advertising agency or organisation acquires audience segments to display advertising to selected audiences through big data technology. Programmatic advertising is a semi-automatic process that helps a brand connect with the right consumer at the right time and place to show them ads for products they may be interested in. For more information about this technology and the programmatic ad networks used by LaLiga, please follow this [link](#).

Use of the identifier for advertisers ("IDFA") on iOS (Apple) devices

The ***"Programmatic advertising networks"*** purpose requires the user's consent requested by LaLiga and acceptance of the tracking permission requested by Apple's iOS operating system, which will enable LaLiga to use the IDFA.

As such, in the event that the user has not given the tracking permission to the operating system, LaLiga will automatically revoke any previously granted consent, given that it cannot carry out the stated purpose.

The user may accept or reject the tracking permission at any time in the iOS settings of their Apple device.

The legal basis for the processing of your data for the aforementioned purposes is the consent that you have given us for the processing of your data for the specific purposes selected by virtue of the provisions of art. 6.1 a) of the General Data Protection Regulation. Your personal data will be kept for these purposes until you revoke the consent granted.

You have the right to withdraw your consent at any time following the procedure described in the ***"What are the user's rights when providing us their personal data?"*** section, this does not affect the legality of the processing based on consent prior to its withdrawal.

(ii) Unidad Editorial:

The additional purposes for which Unidad Editorial will process your Personal Data are provided below, as well as the legal basis for the processing in each

case:

1. Sending you commercial communications and newsletters by any means, including electronic means, about Unidad Editorial's products and services related to the Game or products and services similar to what the user has previously acquired.

The legal basis for processing your personal data for this purpose is the legitimate interest that Unidad Editorial has in improving the Game, its use by users, as well as our products and services.

2. Analysing the needs, tastes and preferences of each user of the Game to create a commercial profile based on the information provided and inferred from the way in which the user uses the Game in order to send them the following by any means, including electronic means: (a) news and other personalised commercial communications about Marca products and services; (b) information on events, promotions, draws and other commercial communications about products, services and content in the [Unidad Editorial universe](#) and on different sectors (described below).

(*) Sectors: publishing, media, e-commerce, sports, nautical, travel, cars, music, audiovisual, technology, home, leisure, hotels, restaurants, food and nutrition, cosmetics, fashion, education, luxury goods, financial services, professional services, products and services offered by supermarkets, gambling and betting.

The legal basis for processing your personal data for this purpose is the user's consent given by checking the boxes provided for this purpose. You have the right to withdraw your consent at any time following the procedure described in the "Users' rights" section; this does not affect the legality of the processing based on consent prior to its withdrawal.

How long will we keep your personal data for?

- (i) LaLiga:

The personal data which we process will be stored for such time that the purposes which motivated their collection persist and/or you do not revoke the consent which you have given, or you do not exercise your rights of erasure, objection or restriction of processing.

Likewise, LaLiga will keep your personal data, duly blocked, for the following period of time for the sole purpose of addressing any kinds of responsibilities that could arise.

- / **Registering, accessing and participating in the Game:** The data provided for registration, access and participation in the Game will be kept as long as you do not request the deletion of your data, this purpose persists and, once it has ended, during the limitation period of legal actions that may arise from it.

- / **Participation in prize draws through the Game:** The data provided for participation in prize draws through the Game will be kept as long as you do not request the deletion of your data, this purpose persists and, once it has ended, during the limitation period of legal actions that may arise from it.
- / **Payments in the Game:** The data provided for payments in the Game will be kept as long as you do not request the deletion of your data, this purpose persists and, once it has ended, during the limitation period of legal actions that may arise from it.
- / **Push notifications about the Game:** The data provided for push notifications about the Game will be kept as long as you do not request the deletion of your data, this purpose persists, you do not object their sending and, once this purpose it has ended, during the limitation period of the legal actions provisions that may arise from it.
- / **In-app notifications related to the Game:** The data provided for in-app notifications related to the Game will be kept as long as you do not request the deletion of your data, this purpose persists and, once it has ended, during the limitation period of legal actions that may arise from it.
- / **Attending to enquiries:** The data provided for attending to enquiries will be kept as long as you do not request the deletion of your data, this purpose persists and, once it has ended, during the limitation period of legal actions that may arise from it.
- / **Internal reports:** The data provided for internal reports will be kept as long as you do not request the deletion of your data, this purpose persists, you do not object their processing and, once this purpose it has ended, during the limitation period of the legal actions provisions that may arise from it.
- / **LaLiga commercial communications:** The data provided for LaLiga commercial communications will be kept as long as you do not request the deletion of your data, this purpose persists, you do not object to the given consent and, once this purpose it has ended, during the limitation period of the legal actions provisions that may arise from it.
- / **Preparation of simple profiles:** The data provided for preparation of simple profiles will be kept as long as you do not request the deletion of your data, this purpose persists, you do not object their processing and, once this purpose it has ended, during the limitation period of the legal actions provisions that may arise from it.
- / **Preparation of exhaustive profiles:** The data provided for preparation of exhaustive profiles will be kept as long as you do not request the deletion of your data, this purpose persists, you do not object to the given consent and, once this purpose it has ended, during the limitation period of the legal actions provisions that may arise from it.

- / **Communications from your favourite Football Team and third parties:** The data provided for communications from your favourite Football Team and third parties will be kept as long as you do not request the deletion of your data, this purpose persists, you do not object to the given consent and, once this purpose it has ended, during the limitation period of the legal actions provisions that may arise from it.
- / **Programmatic Ad networks:** The data provided for programmatic Ad networks will be kept as long as you do not request the deletion of your data, this purpose persists, you do not object to the given consent and, once this purpose it has ended, during the limitation period of the legal actions provisions that may arise from it.

Said personal data will be deleted when such period of time expires.

(ii) Unidad Editorial:

Unidad Editorial will retain your Personal Data while you have a user account for the Game or until you revoke your consent and/or exercise your right to erasure, limitation or objection to processing. We retain your Personal Data for as long as we need it for the purposes provided in this Privacy Policy, to meet your needs, to provide you content related to the Game and to comply with our legal obligations.

Once your relationship with Unidad Editorial has ended, we may retain some of your Personal Data for as long as it is necessary to comply with our legal obligations, as well as to meet any responsibilities arising from the processing of such data.

To which recipients will your personal data be communicated?

(i) LaLiga:

Your personal data may be communicated to other people or companies to be used for their own purposes provided that you give us your consent by checking the box provided or for the service you request. In this regard, we would like to inform you that your personal data will be communicated according to the purpose of the processing:

- / If you sign up for any of the Sponsored Leagues, the data you give to LaLiga (email address and phone number, where relevant) will be communicated to the Sponsor of the Sponsored League (the identity of which you can check in the Terms and Conditions that you need to accept in order to participate in each Sponsored League) with the purpose of being able to carry out your registration for these leagues. Please bear in mind that the Sponsor may process your data for additional purposes that will be identified in its Terms and Conditions, consequently, we recommend that you read them carefully before registering and participating in each Sponsored League.

In addition, as is explained in the “**Why do we process your personal data?**” section

- / LaLiga will communicate the personal data, stated or inferred (identified in the section *Where do we get your personal data from?*) in the Game, to the affiliated football clubs that are part of the LaLiga Ecosystem, provided that you are a registered user of any of the assets for which said clubs are responsible, in accordance with the privacy policies for the club's assets and based on the consent you have given to them. The legal basis for this communication of personal data is the provision of the services offered to users in the LaLiga Ecosystem through the LaLiga Single Sign-On, which are regulated in the conditions of use of the Game, and in the terms and conditions of the other assets that are part of said ecosystem. You can find out more about the LaLiga Ecosystem and the clubs that are part of it through the following [link](#).
- / LaLiga will communicate your personal data (email address and/or phone number) to your Favourite Team so they can send you commercial communications about their activities, products, services, competitions, offers and/or promotions.

In this regard, we would like to inform you that your personal data will only be communicated to football teams in the first and second divisions of the Liga Nacional de Fútbol Profesional that have signed a partnership agreement with LaLiga. The following [link](#) includes a list of the football teams that currently have an agreement with LaLiga that may send you commercial communications if you authorise us.

- / LaLiga will communicate your personal data (email address, favourite team and/or phone number) to third parties so they can offer you advertising on their products and services, both in their own digital environments and in the Game.

Likewise, we hereby inform you that your personal data will only be communicated to organisations that have signed an agreement with LaLiga and/or use DMP technology to share target audiences. The following [link](#) includes a list of the organisations that currently have an agreement with LaLiga that may process your data for the purposes indicated above if you authorise us.

- / Finally, LaLiga will communicate your personal data (email address, region, country, favourite team, user IP address, IDFA, device identifier and user country by IP) to certain organisations responsible for programmatic ad networks so that both LaLiga and said organisations can show you personalised advertising, using an auction system that lets us make the most of the advertising spaces provided for this purpose in our mobile app. You can find a list of those responsible for ad networks that collaborate with LaLiga in the following [link](#).

In this regard, we hereby inform you that our collaborators may be outside the European Economic Area and be located in countries where

an equivalent level of protection is not guaranteed, consequently, we recommend that you access the information contained in the link provided above in order to see the countries your personal data may be transferred to and the guarantees that have been adopted to be able to carry out the transfers with the greatest security and transparency possible.

Likewise, LaLiga may supply the personal data and any other information about the user when required to do so by public authorities exercising the duties legitimately attributed to them and in accordance with the applicable provisions.

Likewise, some entities subcontracted by LaLiga may access the personal data and information as processors or sub-processors to provide LaLiga with a necessary service, as indicated in each of the purposes in the section "***Why do we process your personal data?***". These service providers sign a contract requiring them to use your personal information only for the provision of the services stated in this policy.

(ii) Unidad Editorial:

It may be necessary in some cases to communicate your personal data to companies that provide us services related to information technology or marketing agencies with whom we outsource certain services related to the data processing we perform. In these cases, we ensure that said third parties comply with data protection regulations.

Your personal data will not be communicated to other third parties, except for legal obligation. We do not expect to transfer any personal data to third countries or international organisations.

What are your rights when you provide us your personal data?

We hereby inform you that you can exercise your rights of access, rectification, objection, erasure, portability and limitation to processing with LaLiga or Marca at any time.

What do your rights as a user consist of?

Right of access: you have the right to obtain confirmation as to whether LaLiga or Marca processes your personal data, as well as to access such data.

Right of rectification: you can request inaccurate personal data to be modified or rectified.

Right of erasure: you can request your personal data to be deleted.

Right of limitation to processing: In certain circumstances, you can request the processing of your data to be limited, in which case, it will only be kept for the exercise or defence of claims.

Right of objection: you can object to the processing of your data for the

purpose you specify. LaLiga or Marca will cease to process the data, except for compelling legitimate grounds, or for the exercise or defence of possible claims.

Right not to be subject to a decision based solely on automated processing, including profiling, which may cause you legal effects or similarly significantly affects you.

Right of portability: if the Game allows for it, you can exercise the right of portability of your data, in a structured, commonly used and machine-readable manner, and to transfer the data to another data controller.

How do I exercise my rights?

(i) LaLiga:

By sending an email to lopd@laliga.es. Exercising your rights is completely free of charge.

If you gave your consent for certain purposes when accessing the Game and, where relevant, signing up for it, you may revoke it at any time by following the procedure set out in any of the communications you receive, through the Subscription Centre found on the Game's menu, or by sending an email to: lopd@laliga.es

Revoking the consent provided will not affect your use of the app or the legality of the processing based on said consent prior to its withdrawal.

On the other hand, if you have signed up for the Game through social media or a similar service, you can exercise your right to erase your data by deactivating the "LaLiga Ecosistema" service in the services connected to your social media profile. Please see the conditions for each service for more information:

- Google: <https://myaccount.google.com/permissions>
- Facebook: <https://es-la.facebook.com/help/218345114850283>
- Apple: <https://support.apple.com/en-gb/HT210426>

Finally, if you believe that you failed to obtain satisfaction in the exercise of your rights or that LaLiga has not processed your personal data in accordance with data protection regulations, please don't hesitate to contact LaLiga's Data Protection Officer at dpo@laliga.es or file a complaint with the Spanish Data Protection Agency (AEPD) through its website www.aepd.es

(ii) Unidad Editorial:

By writing to Unidad Editorial Información Deportiva, S.L.U. at lopd@unidadeditorial.es, or to the postal address Avda. de San Luis, 25, 28043, Madrid, Spain, stating your first name and surname(s) and attaching a copy of your DNI (national identity document) or equivalent identification

document.

If you gave your consent for certain purposes when signing up for the Game, you may revoke it at any time by following the procedure set out in any of the commercial communications you receive by sending an email to: lop@unidadeditorial.es, or by writing to the postal address indicated in the previous paragraph.

Revoking the consent provided will not affect your use of the Game or the legality of the processing based on said consent prior to its withdrawal.

Likewise, if you believe that you failed to obtain satisfaction in the exercise of your rights, please don't hesitate to contact Unidad Editorial's Data Protection Officer at dpo@unidadeditorial.es or file a complaint with the Spanish Data Protection Agency (AEPD) through its website www.aepd.es.

Are there any kinds of restrictions?

LaLiga hereby informs you that Game users must be at least 16 years old to use and sign up for the Game.

Exclusions.

Our Privacy Policy does not apply to services provided by other companies or individuals, including products or sites that may be displayed in search results and sites that may include services from LaLiga or that are accessed from such services. Our Privacy Policy does not regulate the data processing activities of other companies and organisations that advertise our services, which may use cookies, visit counters and other technology to post and offer relevant adverts.

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Liga Nacional de Fútbol Profesional.

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