

INFORMATION REGARDING PERSONAL DATA COLLECTED AS PART OF THE JUVENTUS CARD PROGRAM

PURPOSE, NATURE OF THE DATA PROVIDED AND LEGAL BASIS

Juventus Football Club S.p.A., with registered office in Turin, Via Druento 175, in its capacity as Data Controller, hereby confirms that the operations which entail the collection and processing of any information that may concern an identified or identifiable individual provided during the purchase of a JUVENTUS CARD and/or those that may be supplied thereafter, during the use of the services, including data relative to the purchased services, shall only be processed for the following purposes:

- a) contractual purposes: that is, to execute the contract and allow for the Juventus Card to be issued, as well as to facilitate the management and the participation of the data subject in the related services, in that the aforementioned constitute an integral part of the contractual obligations. Data will also be used to send correspondence (including electronic communications) containing information pertaining to the contractual relationship and the benefits arising from it, or in order to fulfil specific requests. The data may also be used to purchase stadium tickets or to transfer, free of charge, a ticket from one Juventus Card to another (e.g. name change). In the event that the holder of the Juventus Card is appointed by a season ticket holder as a reserve to whom the tickets of the individual season matches can be transferred, free of charge, his/her personal data will be processed on the platform used by the season ticket holder for the purpose of transferring the ticket.
- b) legal purposes: to comply with the obligations provided for by laws on ticket purchases and on the security function of the Juventus Card (which is subject to the provisions set out in Article 8 of Italian Decree Law no. 8 dated 8 February 2007, converted by Italian Law no. 41 of 4 April 2007, and is issued in compliance with the procedures of Italian Ministerial Decree of 15 August 2009);
- c) administrative purposes: common data will be processed for administrative and accounting purposes, including e-mail submission of commercial invoices by Juventus, where necessary, in order to execute purchases, issue and send the Juventus Card, or issue the security code for the ticket purchased and loaded onto the Juventus Card;
- d) as regards identification documentation, this is requested in order to combat fraud and to comply with the legal obligations for purchasing stadium tickets and the procedure referred to in Italian Ministerial Decree of 15 August 2009.
- e) common data and data relating to criminal or administrative proceedings that entail the enforcement of a ban on accessing the stadiums, if communicated to Juventus by the competent authorities, may be processed both for the purpose of issuing the Juventus Card and of cancelling it or preventing any tickets from being uploaded on it and/or from using the tickets. This also includes data on those who breach the Code Regulating the Transfer of Tickets.

In the cases described above under points a), b), c), d) and e), personal data are necessary to pursue the aforementioned purposes; any refusal to provide the data or the provision of incomplete data may make it

impossible for the company to provide the services in their entirety and to fulfil legal obligations. The legal bases of the processing are as follows: for the purposes specified under points a), b) and c) the legal basis is to fulfil a legal obligation or to execute a contract or pre-contractual measures requested by the Data Subject pursuant to article 6 letter b) of EU Regulation 2016/679, whereas for the purposes listed under points d) and e), the legal basis consists both of the need to fulfil a legal obligation and of the legitimate interest of the above-mentioned Company.

TYPE OF DATA PROCESSED

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

Data relating to proceedings: for the purposes of issuing the Juventus Card and ensuring access to the relevant services, and when purchasing stadium tickets, data relating to criminal or administrative proceedings that entail the enforcement of a ban on accessing the stadiums may also be processed if communicated to Juventus by the competent authorities. This also includes data on those who breach the Code Regulating the Transfer of Tickets (so-called Code of Conduct).

DATA SOURCES

Common personal data are collected from data subjects (and therefore directly supplied by them) or from the parent or guardian in case of minors under the age of 16, by filling in the form or through the online purchase procedure on the Site or App; for Juventus Official Fan Club members, the data are collected from the Juventus Official Fan Club to which the members belong.

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

Juventus non è responsabile per tali variazioni e deviazioni.

METHOD OF PERSONAL DATA PROCESSING

The data will be processed in paper form or 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 conformity 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 that the protection of the data is guaranteed, granting access only to the people authorised to process by the data controller or processors appointed by the data controller.

Data may also be communicated via a radiofrequency microchip, with encrypted transmission of the personal data contained in the card (specifically, the saved numerical codes stored therein), which can be read by specialised systems which are authenticated via specific credentials at a variable distance (always less than 10 cm). Systems that are not fitted with specific credentials cannot detect/read the card and acquire identification data. This technology is applied in electronic ticketing systems, when the Juventus Card is used as a digital media device onto which stadium admission tickets are loaded.

DURATION OF PROCESSING

Without prejudice to processing for administrative purposes - for which the retention time is 10 years from the expiry of the effects of the contract – and purposes of managing disputes and ensuring public safety or legal security, the personal data collected for contractual purposes will be stored for the duration of the contractual relationship.

Data processed for legal reasons shall be stored for the time required by relevant legislation.

The identity document requested for issuing the Juventus Card shall be temporarily stored until identity checks have been carried out.

Data relating to measures taken in relation to the Code Regulating the Transfer of Tickets shall be stored for 10 years from collection in order to comply with the obligations of assessing previous conduct so as to determine the duration of any ban.

In all other cases the data not required to be stored to meet legal obligations or for the legitimate interest of the data controller will be deleted 24 months after the date on which the needs connected with the purposes specified herein have ceased to exist.

CATEGORIES OF PERSONS HAVING ACCESSO TO THE DATA AND SCOPE OF DATA CIRULATION

For the purposes listed above, the data collected may be made accessible or communicated:

- to employees or associates of Juventus' corporate functions in charge of achieving the aforementioned purposes, in their capacity of persons authorised to process data, within the scope of their duties and in compliance with the instructions received. Said individuals are, nonetheless, subject to the obligations of secrecy and confidentiality;
- to third parties performing outsourced activities on behalf of Juventus in the capacity of external parties to whom Juventus entrusts certain activities, or a part of them, or whose activity is connected with, instrumental to or supports that of Juventus, who process the data on the latter's behalf (e.g. hosting companies, project managers, programmers, system engineers and database administrators, parties running the ticketing service, parties tasked by Juventus with customer care functions; parties that carry out technical or organisational tasks, such as supplying communication printing, packing, sending, transportation and

sorting services using automated systems such as e-mail, fax, sms or MMS, traditional methods (e.g. paper-based mail), or by phone with operator assistance, consulting companies, and marketing companies). These parties will be appointed as Data Processors. The complete list of Processors is available upon request to Juventus by writing to the company's address or to the email address: privacy@juventus.com;

- to any entity (Public Authorities included) which have access to the personal data based on statutory and administrative provisions;
- to any public and/or private subject, individuals and/or entities that operate in the capacity of autonomous Data Controllers (legal, administrative and tax consultancy firms, Judicial Authorities, Chambers of Commerce, Employment Authorities, etc.), if such disclosure is required or functional for the correct performance of the contractual obligations, and also of the statutory obligations.

Juventus stores the data at archives and on servers within the European Union. In the event Juventus stores personal data on a cloud platform, data may be processed by cloud services providers on behalf of Juventus and stored in different locations. In any case, the cloud service providers will be asked to always store the data on servers located within the European Union.

Some Data Processors appointed by our Company could use, in Italy and abroad, (EU countries and non-EU countries) subsidiary or associate companies for personal data processing operations. Where the personal data is processed by the Data Processor or by a Company of the Data Processor's Group or by other Sub-Suppliers outside 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 is covered by specific guarantees designed to protect the personal data (for example, by adopting standard contractual clauses, binding company regulations, code of conduct, certifications, etc.).

DATA CONTROLLER

Juventus F.C. S.p.A., with registered office in Via Druento 175 – 10151 Turin, VAT no. 00470470014, which supplies the services covered by the contract is the Data Controller.

DATA PROTECTION OFFICER

Juventus has appointed the Data Protection Officer (figure provided for by Art. 37 of (EU) Regulation 2016/679) as the point of contact, also with regard to the data subjects, for questions connected with the processing of the personal data. The DPO may be contacted by writing to the Juventus address specified below and to the following email address: privacy@juventus.com.

DATA SUBJECTS' RIGHTS

Lastly, it is reiterated that 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 these data, of their origin and of the logic and purpose of said processing. Furthermore, the data subject can 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 of the data to another Data Controller. 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.

For further information and for details on how to exercise your rights, read the Privacy Policy of the Site at the following address: <https://www.juventus.com/it/privacy>.

GENERAL CONDITIONS OF SALE AND CONDITIONS OF USE OF THE JUVENTUS CARD

1. DEFINITIONS

In these Terms and Conditions, the terms below shall have the following meaning:

“Purchaser”: the person purchasing the Juventus Card for himself/herself or his/her son/daughter under 16 years of age;

“App”: the Juventus Official application;

“Club” or “Juventus”: Juventus Football Club S.p.A., with registered office in Via Druento 175, 10151 Turin (Italy);

“Code of Conduct”: the Code Regulating the Transfer of Tickets for Football Matches adopted by Juventus pursuant to art. 12 paragraph 10 of the Sports Justice Code adopted from time to time by the Club and available at the following link <https://www.juventus.com/it/termini-e-condizioni/>;

“Contract”: the distance contract for the sale of the Juventus Card, based on these Juventus Card Terms and Conditions;

“Order”: the Juventus Card purchase form filled in through the Site or App;

“Services”: the services provided by the Club within the Juventus Card loyalty programme;

“Site”: Juventus’ website - www.juventus.com;

“Sports Season”: the period between 1 July and 30 June of the following year;

“Juventus Card Terms and Conditions” or simply “Terms and Conditions”: these general conditions of sale and conditions of use of the Juventus Card;

“Holder”: the person who, duly identified, obtains issue of the Juventus Card in his/her name.

2. GENERAL DESCRIPTION OF THE CARD

The Juventus Card:

(i) is a loyalty card that is subject to the provisions set out in Article 8 of Italian Legislative Decree no. 8 dated 8 February 2007, converted by law no. 41 of 4 April 2007. It is issued in compliance with the procedures of Italian Ministerial Decree of 15 August 2009;

(ii) is an electronic document suitable for use in accordance with these Terms and Conditions, with the Terms and Conditions of use of Season Tickets and/or Conditions of Sale of admission tickets for individual matches, with the Code of Conduct, and with the Stadium Use Regulations and other applicable regulations, as access card for sporting events organised by Juventus at the Allianz Stadium.

3. ISSUING PROCEDURE AND GROUNDS FOR EXCLUSION, REVOCATION OR SUSPENSION OF THE JUVENTUS CARD

3.1 At the time of purchase of the Juventus Card, the Holder/Purchaser shall:

- (i) fill in and sign the paper form or online order form (in case of a minor, the form must be signed by the minor's parent or guardian);
- (ii) show a valid ID (passport or identity card or, only for children aged below 14, health card) of the Holder;
- (iii) undertake to comply with the Code of Conduct;

3.2 The Juventus Card cannot be issued in the following cases:

- (i) on failure to submit or incorrect submission of the documents listed in Article 3.1, at the time of purchase;
- (ii) where the IT system encounters "impedimental reasons", pursuant to the Italian Decree of the Ministry of the Interior dated 15 August 2009, i.e.:
- (iii) individuals who are subject to a DASPO ban (Divieto di Accedere alle manifestazioni Sportive, a measure preventing access to sporting events), or one of the measures envisaged by the Italian law no. 1423 of 27/12/56 (so-called "prevention measures"), or
- (iv) individuals who have already been convicted (including first degree convictions) of crimes relating to sporting events in stadiums (the stadium ban lasts 5 years). In this case, if for the same event the DASPO has already been served, at the period of 5 years of exclusion, the period already passed for the same DASPO is deducted from the card.

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

In case impedimental reasons appear after the issue, the Services and the functions of the Juventus Card will be suspended until the impedimental reasons continue.

3.3 The Holder/Purchaser accepts the unquestionable right of Juventus to exclude or suspend from the loyalty programme (resulting in invalidation of the functionality of the "Juventus Card" and any privileges associated with it) at any time, without any pro-rata reimbursement, refunds of the amount paid or compensation, those individuals who:

- (i) in the opinion of Juventus or according to the reports of the police or security staff and/or the stewarding service, or other sources, have engaged in conducts considered of relevance for application of the acceptance requirement set forth in the Code of Conduct, including the transfer phases of away matches during any event - football related or otherwise - regardless of their location or the time they are held (including but not limited to, friendly matches, training and transfer phases of away matches);
- (ii) are responsible for violations of the Regulations for use of the sports venues in question;
- (iii) have used or attempted to use the Juventus Card in an unauthorised manner in order to fraudulently gain access to the stadium;

- (iv) 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 (even pending ruling) for crimes committed at or connected to sporting events;
- (v) who have used the Juventus Card as part of ticket touting or secondary ticketing activities;
- (vi) who have culpably (e.g. negligent custody or delayed communication to Juventus), or voluntarily, permitted another person to make use (or attempt to make use) of the Juventus Card in order to access the stadium (see Article 6);
- (vii) who, as a result of checks and inspections (even those subsequent to the issue of the Juventus Card), are found to have provided false information (including, but not limited to: date of birth which differs slightly from their actual birth date) in order to evade the checks carried out by the verification system to ensure the absence of impediments, and/or persons who have made false statements regarding the lack of criminal convictions and/or impediments to the issue of the Juventus Card.

3.4 If the Juventus Card is not issued because one of the requirements referred to in art. 3.2 is not met, or if it is subsequently suspended or revoked for the reasons set out in art. 3.3 above, the Club will only be obliged to inform the Holder/Purchaser of the non-issue, suspension or cancellation of the card, without giving the Holder/Purchaser the right to claim any form of reimbursement or compensation. In the cases provided for in point (iv) above, suspension will take effect from the moment in which Juventus becomes aware thereof, after checking on the system provided to the police headquarters for the issue of the ticket.

4. INFORMATION FOR ONLINE CONTRACT CONCLUSION

The Juventus Card may be purchased at authorised points of sale (e.g. the point of sale set up at the Allianz Stadium during the season ticket campaign, or, for Juventus Official Fan Club members, the relevant Juventus Official Fan Club), or online through the Site or App.

To purchase a Juventus Card online, for oneself or for a child under 16 years of age, the Purchaser must meet the following requirements: (i) he/she must be a natural person who is 18 years or older, or has reached the age of majority set by the Purchaser's State of residence and who, in any case, is capable of acting under Italian law. It is the Purchaser's responsibility to ensure that the information provided at the time of the request or order is truthful, accurate and complete. Juventus shall not be held liable for orders placed by minors without the authorisation of their parent/parental guardian; (ii) he/she is the holder of a registered profile and of relevant access credentials on the Site and/or App (also "Juventus Account"); (iii) he/she accepts these Terms and Conditions.

With reference to the various technical steps to be completed in order to conclude the online contract, a guided procedure may be followed that allows Purchasers to check and validate any data entered and to correct mistakes before the submission of their request in order to conclude the contract. The various technical stages for order submission are summarised below:

1. Selection of product that wishes to be purchased by clicking on "purchase". If several products wish to be purchased, they may be selected one at a time and added to the shopping cart. Products can always be deleted or added to the cart (up to a maximum of 50 products) until the order is placed;
2. Authentication (login) is carried out with the user's authentication credentials (username/password), where available, or through the social account (if the user does not own a Juventus Account, he/she will have to create a new Juventus Account through the Site or App);
3. Selection of option if the Purchaser buys the Juventus Card for himself/herself or as the parent/guardian of a minor under 16 years of age;
4. Entry and confirmation of the data of the Purchaser and of the Holder for each Juventus Card purchased, which, depending on the case, may or may not be the same. If purchasing a Juventus Card for a minor under the age of 16, the personal details of the Holder must be those of the minor who will be the holder of the aforementioned Juventus Card. The minor's data will be processed exclusively for service purposes related to the Juventus Card programme;
5. Loading of a copy of the Holder's identity document for each Juventus Card purchased (.pdf or .jpg or .png);
6. Selecting of Method of Payment (credit card, payment card o paypal). The Purchaser represents and warrants that he/she is authorised to use the payment method chosen in relation to the Order placed;
7. Before purchasing the Juventus Card, the Purchaser must click on the relevant buttons and read these Terms and Conditions, the Code of Conduct and the specific policy on the processing of data collected for taking part in the Juventus Card programme; by clicking on the relevant box, the Purchaser must state his/her acceptance of the Terms and Conditions and the Club's unquestionable right to cancel the Juventus Card in the event of violation of the Code of Conduct, assuming all liability arising from the signing of the Juventus Card. The Purchaser is aware and accepts that ticking the acceptance box on the Site and/or App and selecting the appropriate button constitute acceptance of the terms;
8. Entry of Purchaser's credit card details (or other accepted means of payment) required for the transaction. The Purchaser must click on the button "confirm purchase". The purchase order constitutes an obligation to pay and by submitting the aforementioned order the Purchaser provides authorisation for the amounts specified in the Contract to be charged to the chosen payment method;
9. Payment confirmation (by the interbank circuit);
10. Confirmation of completion of the Juventus Card purchase procedure;
11. Submission of Order receipt acknowledgement to the Purchaser.

The contract shall be deemed concluded and binding between the Parties upon receipt by Juventus of the Order as carried out by the Purchaser. Juventus shall acknowledge receipt of the Order by issuing the relevant order confirmation to the e-mail address or mobile phone number provided by the Purchaser when registering and creating his/her Juventus Account. The Order and the receipt are considered as received when the Parties

to which they are addressed have the possibility of accessing them. The Purchaser undertakes to print on paper or store on an adequate durable medium and to keep the Terms and Conditions of Use of the Juventus Card, as well as the Code of Conduct, and any amendments subsequently made thereto. Use of the Juventus Card by the Holder constitutes confirmation of his/her commitment to comply with these Terms and Conditions of Use and any subsequent amendments.

The Juventus Card will be sent within 25 days from receipt of the Holder's ID, required for identifying and checking the information, and subject to checking via the computer system referred to in the Decree of the Ministry of the Interior of 15 August 2009 that no "impediments" exist. If the Purchaser fails to upload his/her ID, the Order will not be able to be placed; in the event that the ID cannot be checked or does not meet the requirements stipulated in Article 3.2, the Juventus Card will not be issued through the exclusive fault of the Purchaser. This does not entitle the Purchaser to receive any reimbursement, refund or compensation.

5. FUNCTIONS OF THE JUVENTUS CARD

The Juventus Card, which is the only document documenting the right to participate in the "Juventus Card" loyalty programme, is valid in all stadiums and it provides the supporter with the following advantages:

- it can be used to purchase tickets to matches: the card is compatible with a number of ticket sales systems that are widely recognised by ticket issuers, and allows the holder to take advantage of quicker, more efficient sales procedures, by transferring saved personal data directly to the issuing/release/payment systems (although Juventus Card Holders must also carry with them and show a valid ID document on request of the ticket vendor). However, the card does not automatically give Holders the right to buy admission tickets requested from time to time. This depends on the actual availability of the aforementioned tickets;
- it exempts the holder from various specific restrictions which may be imposed for public order reasons for matches played in Italy, both at home and away, allowing the holder to proceed more quickly to purchasing "Guest" sector tickets for national and/or high-risk matches. Such possible facilitations can be given exclusively by Bodies and Authorities in charge of public order and safety;
- it facilitates access to the stadium as it can be used to cross-check the name on the ticket with the identity of the card holder (Juventus Card Holders must nonetheless carry with them and show a valid ID document when asked to do so by match stewards or the police);
- it is an electronic document suitable for use as a digital media device, which can be used to store passes and tickets for sporting facilities, allowing the holder to access these facilities through automated gates, where present. However, this does not exclude the possibility of being subjected to security checks or being asked to present a valid identity document (this is mandatory). The Juventus Card is not proof of any ticket purchase, even if activated to this purpose, unless the suitable card readers, or in the absence of technological devices, the specific paper document confirms the purchase;

- it gives access to the services, privileges or benefits that from time to time the Club may decide to offer only to Juventus Card Holders (including, but not limited to: being appointed as the reserve of a season ticket at Allianz Stadium; access for Juventus Official Fan Club Members to the ticketing services for home and away matches through the relevant Juventus Official Fan Club);
- all tickets can be loaded onto the Juventus Card (season tickets and/or coupons for individual matches) provided that they are issued in connection with matches organised by Juventus. It is not possible to load more than one ticket for each individual match onto the card. Uploading of access tickets onto the card entails the following:
 - (i) the payment of the purchase price of the access ticket requested by the Holder;
 - (ii) the acceptance by the Holder of the Terms and Conditions of use for Season Tickets and/or of the Conditions of Sale regarding tickets for individual matches;
 - (iii) the acceptance by the Holder of the Stadium Use Regulations.
 - (iv) the acceptance by the Holder of the Code of Conduct.

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

6. GENERAL RULES FOR USE OF THE JUVENTUS CARD. SUSPENSION OF THE JUVENTUS CARD

It is not possible to own more than one active Juventus Card. The Juventus Card is strictly personal and cannot be transferred. However, the tickets loaded onto the card may be transferred to other individuals, provided that these persons are also in possession of a Juventus Card, in accordance with the appropriate procedures laid down by Juventus, and dependent on the limitations that may be imposed by the latter and by the competent authorities (including those imposed at individual matches).

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

7. CHARACTERISTICS OF THE CHIP USED AND MODALITY OF USE

The chip fitted on the Card is a radio frequency chip with encoded transmission of ID data. The treatment occurs exclusively through readers which authenticate by means of specific credentials. The Card is read when placed in close proximity with the reader (at less than 10 cm). Systems that are not fitted with specific credentials cannot detect/read the Card and acquire identification data.

8. VALIDITY OF THE JUVENTUS CARD

The Juventus Card lasts for 10 years from the date of issue and until the date of expiry date printed on the Card, except as provided for above. The Juventus Card will be immediately active and operational from the moment it is issued/delivered, until the expiration date printed on its front, unless it is cancelled or invalidated (revoked or suspended) for the reasons specified in Articles 3 and 6.

9. AMENDMENTS

Juventus reserves the right to unilaterally amend these Terms and Conditions. However, these amendments will only take effect (unless they are imposed by mandatory provisions of law) from the start of the Sports Season following that in which the changes have been made public in the manner provided for below. Use of the Juventus Card by the Holder constitutes confirmation of his/her commitment to comply with the amendments.

Communications concerning amendments will be published through the Site and through communication via email or SMS inviting holders to take note of the amendments on the Site, or otherwise in writing.

10. WITHDRAWAL

The right of withdrawal is excluded pursuant to Article 52 and subsequent of the Italian Consumer Code, since the Contract applies to the supply of goods that are clearly customised as referred to in Article 59, paragraph 1, letter c) of the Italian Consumer Code (Italian Legislative Decree 206/2005 as amended by Italian Legislative Decree 21/2014). The Holder may however withdraw from the contract and ask to be removed from the Programme at any time by providing written notice of 15 days to Juventus F.C. S.p.A. Via Druento 175 - Turin, without prejudice to the payment of the costs incurred for purchasing the paper. The agreement ends on the date of expiry of the notice, unless the Juventus Card is not loaded with a season ticket with expiry dates beyond the aforementioned date of expiry. In such cases, and without prejudice to the 15 days' notice, the contract will be terminated the day after the last match covered by the season ticket.

11. COMMUNICATIONS

All communications addressed to Juventus Card Holders are deemed as validly acknowledged by all addressees after 15 days of their ongoing publication on the Website. Communications addressed directly to individual Holders are considered to have been received on sending an email to the address provided on the purchase form, or to a different address communicated in writing by the Holder.

12. APPLICABLE LAW AND JURISDICTION

These Terms and Conditions are governed by the Italian Law, without prejudice to the application to Purchasers who do not have their habitual residence in Italy of any more favourable and mandatory provisions provided for by the law of the country in which they have their habitual residence.

If the purchaser is resident or domiciled in Italy, the offer and sale of the Juventus Card on the Site and/or App constitute a distance contract regulated by Chapter I, Title III (Articles 45 et seq.) of the Consumer Code (Italian Legislative Decree no. 206/2005 as amended by Italian Legislative Decree no. 21/2014) and by Italian Legislative Decree no. 70 of 9 April 2003, containing regulations on e-commerce.

Subject to the mandatory provisions of law and without prejudice to mandatory conciliation procedures, for any dispute concerning the validity, execution or interpretation of these Terms and Conditions and their effects, the court of jurisdiction will be: a) the Court of the Purchaser's place of residence or domicile, if resident or domiciled in Italy; b) exclusively the Court of Turin, in any other case.

The Purchaser has the right to attempt an out-of-court settlement of disputes relating to consumer contracts via the procedures pursuant to Part V, Title II bis of the Consumer Code (ADR – Alternative Dispute Resolution). With reference to possible alternative means of dispute settlement, the Purchaser is hereby informed that a European platform has been established for the online settlement of consumer disputes (so-called ODR platform). The ODR platform is accessible at the following address <https://ec.europa.eu/consumers/odr/main>. Via the ODR platform, the Purchaser can examine the list of ADR bodies, find the link to the website of each of them and start an online procedure to settle his/her dispute. Further details about alternative/online Procedures for settling disputes may be found at the following link: https://europa.eu/youreurope/business/dealing-with-customers/solving-disputes/online-dispute-resolution/index_en.htm .

This is in any case without prejudice to the Purchaser's rights to apply to the competent ordinary court for disputes arising from these Terms and Conditions, whatever the outcome of the out-of-court settlement procedure.

13. PROCESSING OF PERSONAL DATA

The data communicated by the Purchaser which are necessary for the performance of the Contract shall be processed in compliance with applicable legislation, defined in accordance with the provisions of EU Regulation 2016/679 of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (General Data Protection Regulation). These data are processed to allow the Order to be handled and to provide the Services to Juventus Card Holders. By placing an Order, the Purchaser acknowledges that his/her data may be collected, used, stored and processed in accordance with the purposes stated in our Privacy Policy [<https://www.juventus.com/it/privacy>] and on the basis of any specific consent freely expressed, which is required in the cases and forms provided for by current legislation. Holders' data, which are necessary to manage their participation in the Juventus Card Programme, will be processed by Juventus for the purposes and according to the methods specified in the specific policy on the processing of personal data collected as part of the Juventus Card Programme (<https://www.juventus.com/it/termini-e-condizioni/>). Personal data processing for the purpose of managing the "Juventus Card" Programme, does not require consent, as data processing is required to manage the relationship or to carry out operations. Always with these purposes in mind, data could be sent to public safety authorities, and/or to third companies in charge of ticketing services via IT systems.

CODE REGULATING THE TRANSFER OF TICKETS FOR FOOTBALL MATCHES
(“CODE OF CONDUCT”)

Having seen the Memorandum of Understanding made by the Ministry for the Interior, the Ministry for Sport, CONI, FIGC, the Professional Football Leagues, the National Amateur Football League, the Italian Referees' Association A.I.A., the Italian Footballers' Association AIC and the Italian Football Coaches' Association A.I.A.C. on the new approach to safety and crowd participation at football matches, of 4 August 2017; Having seen Art. 12 of the Sports Justice Code;

These “Code Regulating the Transfer of Tickets for Football Matches” have been adopted and the following provisions shall apply.

Article 1 - *Definition*

“Acceptance requirement” (hereinafter: acceptance) refers to the right of Juventus Football Club S.p.A.) (hereinafter “Club”) to remove persons from the stadium, refuse to sell tickets, or suspend the validity of a ticket either temporarily or permanently.

Acceptance applies not only to any conduct that occurs after a match ticket, season ticket or loyalty card has been purchased, but also to any conduct that pre-dates the purchase of the ticket or card.

Article 2 - *Relevant conduct*

Any conduct connected directly to a football event is relevant for the purposes of Art. 1 above, regardless of the place and time at which it took place, and therefore even if it occurred outside of the stadium, during away matches, or in relation to non-match events.

A football event is any initiative or occasion organised by the Club, and is therefore not limited to the official events.

Any conduct that conflicts with the values of sport and public dignity is relevant for this purpose, also any act that amounts to racial, territorial, ethnic or religious discrimination against the fans of the opposing team, public institutions or civil society, or any conduct that offends the principles of loyalty, integrity and fairness by inciting violence in any form.

It also includes any actions intended to denigrate, offend or publicly challenge any persons, authorities or public or private institutions, or the Club, its employees and/or representatives, security personnel or stewards inside the stadium at which the event is taking place, which may result in fines for the Club, or which may harm the Club's interests and image (including but not limited to any infringement of the Stadium Regulations, the unauthorised broadcasting of images considered to infringe radio or television rights or of data for betting purposes, ticket touting and the sale or purchase of tickets through unofficial channels or websites that fuel the market for secondary ticketing, entering the stadium without a ticket or bringing in a ticket without a valid entry code and/or a code that does not correspond to the bearer's identity, invading the pitch, entering or

attempting to enter prohibited areas, conducting commercial or promotional activities inside and/or close to the stadium if they have not been authorised by the Club).

Article 3 - Conditions

The right to refuse admission and any resulting ban will not give any right to any form of reimbursement.

Unless specifically prohibited, the transfer of a ticket to a third party is permitted, under the terms and conditions indicated by the Club, if the transferee meets the eligibility criteria.

A ban will not affect any benefits obtained from the loyalty programmes unless the benefit relates to the event for which the ban was imposed. In such a case, the loyalty reward may be used at the next match, where permitted by the calendar for that season, otherwise the reward will be lost.

If, during a period of suspension, the fan commits another prohibited act, a further ban may be imposed. This will be added to the previous ban and may not be combined with it.

Regardless of where the prohibited act was carried out, the right to refuse admission will only be exercised for supporters attending matches played at the stadium used by the Club, and therefore does not include away matches.

Article 4 - Advertising

The current version of this Code will be published on the Club's official website and will be posted outside the entrances to the Stadium and at sports centres and facilities used by the Club.

Article 5 - Sources

The Club may observe prohibited acts by means of:

- reports from stewards, the Supporter Liaison Officer and/or other club personnel, or the Club's security manager;
- images from the video surveillance system;
- images posted on social networks from which the perpetrator can be identified;
- open sources, for incidents verified publicly.

Article 6 - Assessment criteria

The criteria used to evaluate the incidents are as follows:

1. the element of fault or intent, in the sense of an obvious premeditation and/or emotive response;
2. the type of legal asset that was "attacked";
3. any past conduct that amounts to a repetition of the offence, or which merely resulted in a warning;
4. any subsequent conduct that amounts to a repentance or a clear intention to collaborate in order to eliminate or reduce the possible consequences of an offence against the Club, including an admission of personal responsibility and the actual repentance/apology by the person concerned;
5. the role played by the person concerned, as instigator or merely as participant.

Acts committed inside the stadium that may constitute a violation of the regulations will be punished in two different ways: penalties and bans.

Article 7 - Duration of the provisions

The duration of a ban is proportionate to the seriousness of the incident, which will be determined according to the criteria set out in Art. 6.

The duration of a ban may range from a minimum of one or several match days, through to a certain number of seasons.

The Club may decide not to issue a ban in particularly minor cases, and may send a letter of warning/invitation to comply with this Code and the Stadium Rules.

The company will record and give notice of the period of suspension of acceptance to the ticketing company via a specific IT platform. An alert will be entered which will then be recorded, collected and processed in accordance with current data protection laws.

Article 8 - Procedures

Supporters will be notified of complaints about prohibited conduct by the Club's Security Officer. The person concerned will be identified by the details recorded on the ticket - if the incident took place after the ticket was issued - or the details will be taken directly from public records or obtained with the assistance of the police. The identified person may submit justifications to have the disciplinary measure reversed or amended, or to request a hearing, within 5 (five) consecutive calendar days after receiving the complaint, by sending a letter to the Club's head office by registered post.

The Club will issue its decision in respect of any such request within 20 days.

If no response is received from the Club, this will be construed as a rejection of the appeal.

Article 9 - Children

Bans may be imposed on children aged between 14 and 18 years of age.

Article 10 - Links with other procedures

The exercise of the right to refuse admission and the imposition of bans will not affect any other criminal or civil proceedings, as the actions in question may have infringed different interests, nor will it affect any measures or penalties imposed by the public authorities (such as a general ban on attending sporting events). In any event the imposing of a ban will not affect the Club's right to take action through any legal channels, against the perpetrator.

Article 11 - Amendments

The Club may amend this Code Regulating the Transfer of Tickets for Football Matches with immediate effect, also for persons who have already bought tickets, as a result of legislative, administrative or public safety measures (such as decisions issued by the National Observatory of Sporting Events).