



**BEYOND**

**BEYOND Hospitality Group AG**  
Baarerstrasse 38, 6300 Zug  
Switzerland, CHE-193.023.897

[info@beyond-hospitality.com](mailto:info@beyond-hospitality.com)

## COOKIE POLICY

BEYOND Hospitality Group AG may set and access BEYOND Hospitality cookies on your computer.

### WHAT ARE 'COOKIES'?

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

### HOW DOES BEYOND HOSPITALITY USE COOKIES?

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

In general, we use the following types of cookie:

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

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

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

**TARGETING COOKIES:** These cookies record your visit to our website and your browsing habits, such as the pages you have visited and the links you have followed. They are used to deliver advertising which is more relevant to your interests and also may be used to limit the number of times that you see an advertisement. They may be placed by us or by advertising networks with our permission. Please note, these cookies do not contain any of your personal information. For details on how to manage cookies and how to opt out of targeted marking see below.

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

### USE OF GOOGLE ANALYTICS

This website uses Google Analytics, a web analysis service of Google Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there. However, if IP anonymization is activated on this website, Google will

reduce your IP address within Member States of the European Union or in other states party to the Agreement on the European Economic Area beforehand. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide the website operator with further services associated with website and Internet use.

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

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

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

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

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

<http://www.google.com/analytics/terms/de.html>, Overview of data protection:

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

<http://www.google.de/intl/de/policies/privacy>.

User conditions and privacy policy Google

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

## USE OF ADOBE ANALYTICS

Adobe Analytics uses cookies to track and collect data about website visitors. These cookies gather information to understand user behavior and provide insights for website optimisation. The types of data typically tracked by Adobe Analytics cookies include:

1. **Visitor Behavior:**
  - **Page views:** Tracks which pages are visited, the sequence of pages, and the duration of each visit.
  - **Click behavior:** Tracks interactions with buttons, links, forms, and other elements on the page.
  - **Referring websites:** Records where visitors are coming from (e.g. search engines, social media, other websites).
2. **Demographics:**
  - Information about the visitor's location, device type (mobile/desktop), browser, and operating system.
  - May also track whether the visitor is a new or returning user.
3. **Conversion Tracking:**
  - Tracks specific actions or events such as form submissions, purchases, sign-ups, or other custom goals that the website owner wants to track.
  - Helps measure the effectiveness of marketing campaigns and website design.
4. **Session Information:**
  - The cookie tracks sessions to determine how long a visitor stays on the site and how many pages they view during a single visit.

- It can also distinguish between different sessions if a visitor returns to the site later.

The data collected is generally used to analyze aggregate visitor behavior, improve user experience, and support marketing and sales efforts.

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

## **MANAGING COOKIES**

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

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

## **CHANGES TO THIS COOKIES POLICY**

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

## **COLLABORATION WITH FIFA**

As part of BEYOND collaboration with FIFA and in order to streamline user's experience, the Cookies on this website will be managed by FIFA's COOKIE MANAGEMENT TOOL. For more information on how FIFA manages your data, please see FIFA's [Data Protection Portal](#). You may adjust your consents to cookies by accessing our Cookie Preference Center on the [website](#).

## **COOKIE LIST**

A cookie is a small piece of data (text file) that a website – when visited by a user – asks your browser to store on your device in order to remember information about you, such as your language preference or login information. Those cookies are set by us and called first-party cookies. We also use third-party cookies – which are cookies from a domain different than the domain of the website you are visiting – for our advertising and marketing efforts. More specifically, we use cookies and other tracking technologies for the following purposes:

### **Strictly Necessary Cookies**

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

Strictly Necessary Cookies			
Cookie Subgroup	Cookies	Cookies used	Lifespan
<a href="#">.fifaclubworldcup25.hospitality.fifa.com</a>	OptanonAlertBoxClosed , OptanonConsent	First Party	365 Days, 365 Days
<a href="#">fifaclubworldcup25.hospitality.fifa.com</a>	ASLBSA , ARRAffinity , .AspNetCore , ARRAffinitySameSite , ASLBSACORS , .AspNetCore. Antiforgery , umbracoCommerce-7f4ae210-3b86-44a0-afef-018dac7b1ab0 , umbracoCommerce-38238b45-9a8a-4a1e-9b0f-0193d5c13755 , accessibilityUmb	First Party	Session, Session, Session, Session, Session, Session, 364 Days, A few seconds, A few seconds
<a href="#">js.monitor.azure.com</a>	ai_user, ai_session	Third Party	364 Days, A few seconds

### Performance Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.

Performance Cookies			
Cookie Subgroup	Cookies	Cookies used	Lifespan
<a href="#">fifa.com</a>	_ga_XXXXXXXXXX , _ga	First Party	A few seconds, 729 Days

### Targeting Cookies

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

Targeting Cookies			
Cookie Subgroup	Cookies	Cookies used	Lifespan
<a href="#">fifa.com</a>	<a href="#">_gcl_au</a>	First Party	89 Days
<a href="#">doubleclick.net</a>	IDE, test_cookie	Third Party	389 Days, A few seconds
<a href="#">adnxs.com</a>	receive-cookie-deprecation	Third Party	3639 Days
<a href="#">tapad.com</a>	TapAd_TS, TapAd_3WAY_SYNC, TapAd_DID	Third Party	59 Days, 59 Days, 59 Days

### Store and/or access information on a device

Cookies, device or similar online identifiers (e.g. login-based identifiers, randomly assigned identifiers, network based identifiers) together with other information (e.g. browser type and information, language, screen size, supported technologies etc.) can be stored or read on your device to recognise it each time it connects to an app or to a website, for one or several of the purposes presented here.

### Save and communicate privacy choices

The choices you make regarding the purposes and entities listed in this notice are saved and made available to those entities in the form of digital signals (such as a string of characters). This is necessary in order to enable both this service and those entities to respect such choices.

- **Identify devices based on information transmitted automatically**

Your device might be distinguished from other devices based on information it automatically sends when accessing the Internet (for instance, the IP address of your Internet connection or the type of browser you are using) in support of the purposes exposed in this notice.

- **Link different devices**

In support of the purposes explained in this notice, your device might be considered as likely linked to other devices that belong to you or your household (for instance because you are logged in to the same service on both your phone and your computer, or because you may use the same Internet connection on both devices).

- **Match and combine data from other data sources**

Information about your activity on this service may be matched and combined with other information relating to you and originating from various sources (for instance your activity on a separate online service, your use of a loyalty card in-store, or your answers to a survey), in support of the purposes explained in this notice.

- **Deliver and present advertising and content**

Certain information (like an IP address or device capabilities) is used to ensure the technical compatibility of the content or advertising, and to facilitate the transmission of the content or ad to your device.

**Personalised advertising and content, advertising and content measurement, audience research and services development**

Advertising and content can be personalised based on your profile. Your activity on this service can be used to build or improve a profile about you for personalised advertising and content. Advertising and content performance can be measured. Reports can be generated based on your activity and those of others. Your activity on this service can help develop and improve products and services.

- **Use limited data to select advertising**

Advertising presented to you on this service can be based on limited data, such as the website or app you are using, your non-precise location, your device type or which content you are (or have been) interacting with (for example, to limit the number of times an ad is presented to you).

- **Create profiles for personalised advertising**

Information about your activity on this service (such as forms you submit, content you look at) can be stored and combined with other information about you (for example, information from your previous activity on this service and other websites or apps) or similar users. This is then used to build or improve a profile about you (that might include possible interests and personal aspects). Your profile can be used (also later) to present advertising that appears more relevant based on your possible interests by this and other entities.

- **Use profiles to select personalised advertising**

Advertising presented to you on this service can be based on your advertising profiles, which can reflect your activity on this service or other websites or apps (like the forms you submit, content you look at), possible interests and personal aspects.

- **Create profiles to personalise content**

Information about your activity on this service (for instance, forms you submit, non-advertising content you look at) can be stored and combined with other information about you (such as your previous activity on this service or other websites or apps) or similar users. This is then used to build or improve a profile about you (which might for example include possible interests and personal aspects). Your profile can be used (also

later) to present content that appears more relevant based on your possible interests, such as by adapting the order in which content is shown to you, so that it is even easier for you to find content that matches your interests.

- **Use profiles to select personalised content**

Content presented to you on this service can be based on your content personalisation profiles, which can reflect your activity on this or other services (for instance, the forms you submit, content you look at), possible interests and personal aspects. This can for example be used to adapt the order in which content is shown to you, so that it is even easier for you to find (non-advertising) content that matches your interests.

- **Measure advertising performance**

Information regarding which advertising is presented to you and how you interact with it can be used to determine how well an advert has worked for you or other users and whether the goals of the advertising were reached. For instance, whether you saw an ad, whether you clicked on it, whether it led you to buy a product or visit a website, etc. This is very helpful to understand the relevance of advertising campaigns.

- **Measure content performance**

Information regarding which content is presented to you and how you interact with it can be used to determine whether the (non-advertising) content e.g. reached its intended audience and matched your interests. For instance, whether you read an article, watch a video, listen to a podcast or look at a product description, how long you spent on this service and the web pages you visit etc. This is very helpful to understand the relevance of (non-advertising) content that is shown to you.

- **Understand audiences through statistics or combinations of data from different sources**

Reports can be generated based on the combination of data sets (like user profiles, statistics, market research, analytics data) regarding your interactions and those of other users with advertising or (non-advertising) content to identify common characteristics (for instance, to determine which target audiences are more receptive to an ad campaign or to certain contents).

- **Develop and improve services**

Information about your activity on this service, such as your interaction with ads or content, can be very helpful to improve products and services and to build new products and services based on user interactions, the type of audience, etc. This specific purpose does not include the development or improvement of user profiles and identifiers.

- **Use limited data to select content**

Content presented to you on this service can be based on limited data, such as the website or app you are using, your non-precise location, your device type, or which content you are (or have been) interacting with (for example, to limit the number of times a video or an article is presented to you).

### **Use precise geolocation data**

With your acceptance, your precise location (within a radius of less than 500 metres) may be used in support of the purposes explained in this notice.

### **Actively scan device characteristics for identification**

With your acceptance, certain characteristics specific to your device might be requested and used to distinguish it from other devices (such as the installed fonts or plugins, the resolution of your screen) in support of the purposes explained in this notice.

### **Ensure security, prevent and detect fraud, and fix errors**

Your data can be used to monitor for and prevent unusual and possibly fraudulent activity (for example, regarding advertising, ad clicks by bots), and ensure systems and processes work properly and securely. It can also be used to correct any problems you, the publisher or the advertiser may encounter in the delivery of content and ads and in your interaction with them.