# COOKIE POLICY

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

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

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

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

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

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

**Targeting Cookies**: These cookies record your visit to our website and your browsing habits, such as the pages you have visited and the links you have followed. They are used to deliver advertising which is more relevant to your interests and also may be used to limit the number of times that you see an advertisement. They may be placed by us or by advertising networks with our permission.  Please note, these cookies do not contain any of your personal information. For details on how to manage cookies and how to opt out of targeted marking see below.
By continuing to use our website without choosing to delete/block cookies, you agree that we can place these types of cookies on your device.

### Managing Cookies
You can manage cookies by activating the setting on your internet browser that allows you to refuse the setting of all or some cookies. Please refer to the instructions or the online help files available via your relevant browser if you wish to manage cookies in this way. Alternatively, please visit www.allaboutcookies.org for further information. To manage cookies relating to targeted advertising

activities, you can visit www.youronlinechoices.com. To opt-out of being tracked by Google Analytics across all websites you can visit tools.google.com/dlpage/gaoptout.

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

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

| Name of Cookie | Purpose & Type |
|---|---|
| AID | |
| EcommerceId | Used to identify a customer in our site |
| NID | |
| SitefinityMH.Common.UtilitiesLanguage | Used to identify Customer language |
| _dc_gtm_UA-127577905-6 | Google Tag Manager |
| _ga | Google Tag Manager |
| _gid | Google Tag Manager |
| cookiebanner-accepted | Used to identify that a user has closed the cookie banner |

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

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

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

The following analytic tools are used:

| Solution | Provider | Website Links |
|---|---|---|
| Adobe Analytics | Adobe Systems Software Ireland Limited, 4-6 Riverwalk, Dublin 24, Ireland | https://www.adobe.com/<br>https://www.adobe.com/privacy.html |
| Branch.io | Branch Metrics, lnc., 1400B Seaport Boulevard, Redwood City, CA 94063, USA | https://branch.io/<br>https://branch.io/policies/#privacy,https://branch.io/gdpr/ |

| DoubleClick. | Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA, USA | https://www.doubleclickbygoogle.com/ https://support.google.com/dfp_premium/answer/2839090?hl=en, https://support.google.com/dfp_premium/topic/7395141?hl=en&ref_topic=28145 https://policies.google.com/technologies/ads |
| Google Analytics | Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA, USA | https://policies.google.com/?hl=en https://policies.google.com/privacy?hl=enhttps://policies.google.com/technologies/product-privacy |
| Brandwatch | Brandwatch, 1st Floor Sovereign House Church Street Brighton BN1 1UJ, United Kingdom | https://www.brandwatch.com/legal/user-privacy-policy/ |
| Google Tag Manager | Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA, USA | https://policies.google.com/privacyhttps://policies.google.com/technologies/product-privacy |
| Rocketfuel/ Zeta Global | 3 Park Avenue, 33rd Floor New York NY 10016 | https://zetaglobal.com/privacy-policy/ |

The following social plug-ins are used:

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

| | | https://policies.google.com/technologies/product-privacy |
|---|---|---|
| Linkedin | MICROSOFT WAY , REDMOND, WA 98052-6399, USA. | https://www.linkedin.com/legal/privacy-policy |

## Consent and Control

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

All mainstream browsers provide instructions on how to control Cookies (e.g. Google Chrome: http://support.google.com/chrome/bin/answer.py?hl=en-GB&answer=95647  Microsoft, Internet Explorer:  http://windows.microsoft.com/en-us/internet-explorer/delete-manage-cookies#ie=ie-10,
Safari: https://support.apple.com/kb/PH21411?viewlocale=en_US&locale=en_US , https://support.apple.com/en-us/HT201265 etc.).

## Data Protection

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

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