

LEGENDS PRIVACY NOTICE

Last updated: [·]

1. INTRODUCTION

1.1 Legends Global Services Limited (Company Number 00821116), Manchester Arena, Hunts Bank Approach, Manchester, M3 1AR ("**Legends**", "**we**", "**our**", or "**us**") operates the site www.bagatellechelseaafc.com (the "**Site**"), which allows you to provide information and make enquiries and bookings regarding information or experiences you may be interested in (together with the Site, the "**Services**").

1.2 This privacy notice sets out how we collect, store, process, transfer, share and use data that identifies or is associated with you ("**personal information**") when you access and browse the Services.

1.3 If you have any questions about this privacy notice or how we use your personal information, please contact us using the details in section 3 below.

2. WHO IS RESPONSIBLE FOR YOUR PERSONAL INFORMATION

2.1 Legends is the data controller of the personal information about you that we hold and use as set out in this privacy notice. This means that we determine and are responsible for how your personal information is used.

3. CONTACT US

If you have any questions, comments and requests regarding this privacy notice or how we use your personal information, please contact privacyoffice@legendsglobal.com.

4. PERSONAL INFORMATION WE COLLECT ABOUT YOU AND HOW WE USE IT

4.1 We collect personal information that you submit directly to us when you make enquiries on the Services and contact us in connection with your enquiries.

4.2 Like all online services, we also collect certain personal information about you automatically when you use the Site to understand how the Site is used and how we can improve it. We may also use your personal information to tailor the adverts you see online to your interests.

4.3 We also receive personal information about you from third parties, namely our data insights partners. We use data from our data insights partners to assist us to respond to your enquiries.

4.4 We have set out the categories of personal information we collect and how we use them in detail below.

4.5 We will indicate to you if the provision of certain information is mandatory or optional. Note that if you choose not to provide data to us marked as mandatory, this may affect our ability to offer you certain aspects of our services.

Personal information you submit to us

Category of personal information	How we use it	Legal basis for the processing
<p>Contact information and identifiers, including name, last name, address, email address, social media handle and telephone number.</p>	<p>We use this information to communicate with you in response to the enquiry that you submit to us.</p>	<p>The processing is necessary for the performance of a contract and to take steps prior to entering into a contract with you.</p>
	<p>We use this information to send you service-related communications, such as booking confirmations, invoices and information about your booking.</p>	<p>The processing is necessary for the performance of a contract with you.</p>
	<p>We use this information to facilitate and fulfil any bookings you make via the Services</p>	<p>The processing is necessary for the performance of a contract with you.</p>
	<p>We use this information to send you additional marketing materials about products and services you may be interested in, such as our newsletter or other marketing emails, and/or information about promotions.</p>	<p>We will only process your personal information in this way to the extent that you have given us your consent to do so.</p>
<p>Details of your enquiry, including your request, who you are submitting the request for, details regarding the experiences and interests you are enquiring about and information regarding previous experiences you have participated in.</p>	<p>We use this information to send you service-related communications, such as booking confirmations, invoices and information about your booking.</p>	<p>The processing is necessary for the performance of a contract with you.</p>

Category of personal information	How we use it	Legal basis for the processing
	We use this information to facilitate and fulfil any bookings you make via the Services	The processing is necessary for the performance of a contract with you.
	We use this information to send you additional marketing materials about products and services you may be interested in, such as our newsletter or other marketing emails and/or information about promotions.	We will only process your personal information in this way to the extent that you have given us your consent to do so.
Booking details , including dates and times of your booking, name and number of guests, event information, dietary requirements and restrictions, and any other information provided in connection with a booking.	We use this information to facilitate and fulfil any bookings you make via the Services	<p>The processing is necessary for the performance of a contract with you.</p> <p>To accommodate your dietary needs and preferences we may collect your health information or information regarding your religious and philosophical beliefs. We will only process this information where we have your consent to do so, including as collected via the lead booker of the event you attend.</p>
Chat, comments and feedback , when you contact us directly e.g., by email or phone, we will record your comments and opinions. This may also include reviews and survey responses.	<p>We use this information to handle your customer service requests including:</p> <ul style="list-style-type: none"> ● directing your questions to the appropriate team members; and ● investigating and addressing any concerns. 	The processing is necessary for our legitimate interests, namely to respond to and appropriately investigate your request.

Category of personal information	How we use it	Legal basis for the processing
	We use this information to identify ways in which we can improve the Services.	The processing is necessary for our legitimate interests, namely identifying ways in which we can improve and further develop the Services.
Marketing and communications preferences includes your preferences in receiving marketing from us and our third parties, and your communication preferences.	We use this information to send notifications and alerts in accordance with your preferences.	The processing is necessary to comply with legal obligations to which we are subject, namely privacy and electronic communications legislation.

Personal information we collect from third parties

4.6 We will receive information about you from third parties, namely our data insights partners, including Acxiom and Zoominfo. We use information from our data insights partners to respond to your enquiry and to personalise the communications we send to you.

Category of personal information	How we use it	Legal basis for the processing
Employment information, including place of work and job role.	We use this information to respond to your enquiry and personalise our communications with you.	The processing is necessary for our legitimate interests, namely to inform our communications in relation to the Services we offer and to tailor our responses and communications with our customers.
Postcode information, including your post code and local market values.	We use this information to respond to your enquiry and personalise our communications with you.	The processing is necessary for our legitimate interests, namely to inform our communications in relation to the Services we offer and to tailor our responses and

		communications with our customers.
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Personal information we collect automatically

- 4.7 We also automatically collect personal information indirectly about how you access and use the Site, including the device you use to access the Site.
- 4.8 We may link or combine the personal information we collect about you and the information we collect automatically. This allows us to provide you with a personalised experience regardless of how you interact with us.
- 4.9 We may anonymise and aggregate any of the personal information we collect (so that it does not directly identify you). We may use anonymised information for purposes that include testing our IT systems, research, data analysis, improving the Services and developing new services and features. We may also share such anonymised and aggregated information with others.
- 4.10 We typically collect this information through a variety of tracking technologies, including cookies and similar tracking technologies. For more detailed information about the cookies we use, including details of how to opt-out, please review the cookie banner available on the Site. .

Category of personal information	How we use it	Legal basis for the processing
Location Information or your IP address , including longitude, latitude, date and time (the precision of this data varies greatly and is determined by factors controlled by your device or mobile service providers).	Where relevant and where permitted under applicable law, we use this information to identify potential risk or unlawful behaviour including fraud detection, theft prevention, emergency response purposes and legal compliance.	The processing is necessary for our legitimate interests, namely identifying and mitigating the risk of unlawful behaviour to protect the Site and its users.
Information about how you access and use the Site , the time you access the Site and how long you access it for, the approximate location that you access the Site, the site from which you came and the site to which you are	We use necessary information to present the Site to you on your device.	The processing is necessary for our legitimate interests, namely presenting the Site to our users so they can access and use our Services.
	Where relevant and where permitted under applicable law, we use this information to	The processing is necessary for our legitimate interests, namely identifying and

Category of personal information	How we use it	Legal basis for the processing
<p>going when you leave the Site, the pages you visit, the links you click, your interactions on the Site and other actions you take on the Site.</p>	<p>ensure the security and integrity of the Site, including identifying and preventing unlawful, fraudulent, or malicious use of the Site.</p>	<p>mitigating the risk of unlawful behaviour to protect the Site and its users.</p>
	<p>We use this information to tailor the Site to you and ensure it is personalised to your needs and preferences.</p>	<p>Where required by applicable law, we will process to the extent you have given us consent to do so.</p>
	<p>We use this information to monitor and improve the Site and to resolve any issues.</p>	<p>Where applicable law permits, the processing is necessary for our legitimate interests, namely presenting the Site to our users for use of our Services, and to analyse the performance of the Services and service improvement.</p>
<p>Log files and information about your device. We also collect information about the tablet, smartphone or other electronic device you use to connect to the Site. This information can include details about the type of device, unique device identifying numbers, operating systems, browsers and applications connected to the Site through the device, your mobile network, your IP address and your device's telephone number (if it has one).</p>	<p>We use necessary information to present the Site to you on your device.</p>	<p>The processing is necessary for our legitimate interests, namely presenting the Site to our users so they can access and use our Services.</p>
	<p>Where relevant and where permitted under applicable law, we use this information to ensure the security and integrity of the Site, including identifying and preventing unlawful, fraudulent, or malicious use of the Site.</p>	<p>The processing is necessary for our legitimate interests, namely identifying and mitigating the risk of unlawful behaviour to protect the Site and its users.</p>
	<p>We use this information to tailor the Site to you and ensure it is personalised to your needs and preferences.</p>	<p>Where required by applicable law, we will process to the extent you have given us consent to do so.</p> <p>Where applicable law permits, the processing is necessary for our legitimate interests, namely presenting the Site to our</p>

Category of personal information	How we use it	Legal basis for the processing
	We use this information to monitor and improve the Site and to resolve any issues.	users for use of our Services, and to analyse the performance of the Services and service improvement.
We may collect analytics data or use third-party analytics tools [such as Google Analytics to help us measure traffic and usage trends for the services and to understand more about the demographics of our users. You can learn more about Google's practices here and view its opt-out options here.]	We use this information to help us measure traffic and usage trends for the Site and to understand more about the demographics of our users.	Where required by applicable law, we will process to the extent you have given us consent to do so. Where applicable law permits, the processing is necessary for our legitimate interests, namely presenting the Site to our users for use of our Services, and to analyse the performance of the Services and service improvement.
All of the above information.	Where permitted by law, we may use all of the above personal information to allow us, and our partners, to present advertising that is tailored to you.	We will only process your personal information in this way to the extent that you have given us your consent to do so via our cookie consent banner.

5. HOW LONG WE KEEP YOUR PERSONAL INFORMATION

- 5.1 We will store the personal information we collect for no longer than necessary for the purposes set out and in accordance with our legal obligations and legitimate business interests.
- 5.2 To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitivity of the personal information, the potential risk of harm from unauthorised use or disclosure of your personal information, the purposes for which we process your personal information and the applicable legal requirements.
- 5.3 We will delete or anonymise your personal information within one year of the day your enquiry or booking is fulfilled.

6. RECIPIENTS

6.1 As required in accordance with how we use your personal information, we may share your personal information with the following:

Recipient	Why we share it and how they will use it	Lawful basis
<p>Affiliates. We may share your personal information with affiliated legal entities within our family of companies.</p>	<p>We may share any of the personal information above with other Legends group companies, particularly when we collaborate in providing the services.</p>	<p>The lawful basis we rely on for these transfers is that it is necessary for our legitimate interests, namely administering, providing and receiving centralised intragroup services.</p>
<p>Service providers, such as providers of web hosting or other technical services such as analytic services or communication services.</p>	<p>We may share any of the personal information above with third-party vendors and other service providers that perform services for us or on our behalf.</p>	<p>These service providers will use your personal information as processors on our instructions.</p>
<p>Advisors, such as legal advisors or accountants.</p>	<p>We may share any of the personal information above with advisors in relation to advisory services they provide to Legends.</p>	<p>The lawful basis we rely on for these transfers is that the processing is necessary for our legitimate interests, namely obtaining legal, accounting and other professional advice.</p>
<p>Purchasers and third parties in connection with a business transaction, such as a merger, sale of assets or shares, reorganisation, financing, change of control or acquisition of all or a portion of our business.</p>	<p>We may share any of the personal information above with recipients to review and assess a potential transaction to purchase our business or assets.</p>	<p>The lawful basis we rely on for these transfers is that they are necessary for our and the purchaser's legitimate interests, namely to conduct due diligence on our business and assets in connection with a potential acquisition.</p>
<p>Law enforcement, regulators and other parties for legal reasons. We may share your personal information with third parties as required by law or if we reasonably believe that such action is necessary to (i) comply with the law and the reasonable requests of law enforcement; (ii) detect and</p>	<p>We may share any of the personal information above with recipients in the performance of their regulatory or law enforcement role, or to advise us in connection with</p>	<p>The lawful basis we rely on for sharing personal information with these recipients is that the processing is either necessary to comply with a legal obligation to which we are subject or, where there is no applicable legal obligation</p>

investigate illegal activities and breaches of agreements; and / or (iii) exercise or protect the rights, property or personal safety of Legends, its users or others.	a potential claim or regulatory enforcement action.	to share this data, that the sharing is necessary for our legitimate interests, namely enforcing our rights or complying with requests from regulatory authorities.
Third party ad networks and advertising partners, such as advertising agencies and exchanges that use personal information to serve adverts to you based on your browsing history when you browse the internet.	We may share personal information with advertising networks or permit these partners to collect information from you directly on the Site, to facilitate online advertising, such as search engines and social network advertising providers to serve targeted ads to you or to groups of other users who share similar traits, such as likely commercial interests and demographics, on third-party platforms.	We will only share your personal information in this way to the extent you have given us your consent to do so.

7. MARKETING AND COMMUNICATIONS

7.1 From time to time we may contact you with information about Legends products and services you may be interested in. Our marketing messages will be sent by newsletter and marketing emails and text messages. For some marketing messages, we may use personal information we collect about you to help us determine the most relevant marketing information to share with you.

7.2 We will only send you marketing messages relating to Legends products and services if you have given us your consent to do so. You can withdraw your consent at a later date by clicking on the unsubscribe link in the footer of our marketing emails or by contacting us at privacyoffice@legendsglobal.com. We make every effort to promptly process all unsubscribe requests. You may not opt-out of service-related communications.

8. ONLINE ADVERTISING

8.1 We may work with online advertising networks, social media companies and advertising partners to tailor the ads played or displayed to you on other websites, apps, or services.

Online and social media advertising

- 8.2 The ads you see online are tailored to your interests based on information collected about you, including information about your age, demographic, location, as well information about your internet usage over time, such as the websites you visit, the products and pages you view and the links you click on (including links in ads played or displayed to you).
- 8.3 We may also display targeted advertising to you through third party social media platforms, such as Facebook. These companies have interest-based advertising programs that allow us to direct advertisements to users who have shown interest in our products while those users are on the social media platform, or to groups of other users who share similar traits, such as likely commercial interests and demographics.
- 8.4 Typically, this information is collected through cookies or similar tracking technologies. When you use the Site, we may, if you give us your consent to do so, place cookies and similar tracking technologies on your device to:
- (a) identify you and your device, and share this information with the relevant advertising networks, so that they can serve you advertising based on the information those advertising networks (or the partners they work with) have about your internet usage history;
 - (b) collect information about how you use the Site, so that when you visit another website that works with the same advertising network as us, we can play you adverts for Legends or the Services which are tailored to the products and services you have previously viewed; and
 - (c) identify whether your visit to the Site or a purchase of our products or services was related to an advert shown to you on another website or on your social media account.

Controlling the ads you see online and on social media

- 8.5 Please see the table at section 5.10 of this privacy notice, for details of the information collected about your use of the Site for advertising purposes.
- 8.6 We will only collect and share information about your use of the Site for advertising purposes to the extent you have given us your consent to do so. You can also customise your preferences by adjusting the settings in the cookie banner available on the Site.
- 8.7 Withholding or withdrawing consent will mean that information about your use of the Site:
- (a) will not be shared with advertising networks to allow us to target advertising on other websites;
 - (b) will not be used by us to tailor advertising on social media; and

- (c) will not be used to measure the effectiveness of our advertising campaigns by attributing purchases or visits to particular advertising partners, networks or social media.

8.8 You will still get ads when you browse the internet or social media, and those ads may still be relevant to your interests. However, this will be based on target audiences (i.e., individuals sharing certain characteristics) rather than targeting based on your actual online activity. As a result, you may see advertising targeted to your location, demographic or other information in your social media profile or the websites you visit even if you reject cookies on the Site.

9. **STORING AND TRANSFERRING YOUR PERSONAL INFORMATION**

9.1 **Security.** We implement appropriate technical and organisational measures to protect your personal information against accidental or unlawful destruction, loss, change or damage. All personal information we collect will be stored on our secure servers. We will never send you unsolicited emails or contact you by phone requesting your ID, password, credit or debit card information or national identification numbers.

9.2 **International Transfers of your personal information.** The personal information we collect may be transferred to and stored in countries outside of the jurisdiction you are in where we and our third-party service providers have operations. Your personal information may be processed outside of the UK, including in the United States. We will ensure that these international transfers of your personal information are made pursuant to appropriate safeguards, such as:

- (a) ensuring that the personal information is only transferred to countries recognised by the UK Secretary of State or under the Data Protection Act 2018 as offering an equivalent level of protection as compared to the level of protection in the country you are located; or
- (b) ensuring that the personal information is only transferred to organizations holding a certification to the EU-U.S. and Swiss-U.S. Data Privacy Framework and UK Extension (“Data Privacy Framework”) (a framework designed by the U.S. Department of Commerce and the European Commission (and Swiss Council and UK Secretary of State) to ensure adequate protection for personal information transferred to a company participating in the Data Privacy Framework); or
- (c) the transfer is to a third party who uses appropriate safeguards in respect of the processing in question, included but not limited to the UK standard contractual clauses, which are recognised as offering adequate protection for the rights and freedoms of data subject, as adopted by under the Data Protection Act 2018.

9.3 We may transfer your personal information to, or store your personal information in, the following countries:

Country	Appropriate Safeguard
United States of America	Standard Contractual Clauses adopted by regulation of the UK Secretary of State. Sharing with recipients certified to the UK Extension to the EU-U.S. Data Privacy Framework.

9.4 We will take appropriate steps to ensure that your personal information is treated securely and in accordance with applicable law and this privacy notice regardless of where it is processed.

9.5 If you wish to enquire further about the safeguards we use, please contact us using the details set out at the end of this privacy notice.

10. YOUR RIGHTS IN RESPECT OF YOUR PERSONAL INFORMATION

10.1 In accordance with applicable privacy law you have the following rights in respect of your personal information that we hold:

- (a) **Right of access.** You have the right to obtain:
 - (i) confirmation of whether, and where, we are processing your personal information;
 - (ii) information about the categories of personal information we are processing, the purposes for which we process your personal information and information as to how we determine applicable retention periods;
 - (iii) information about the categories of recipients with whom we may share your personal information; and
 - (iv) a copy of the personal information we hold about you.
- (b) **Right of portability.** You have the right, in certain circumstances, to receive a copy of the personal information you have provided to us in a structured, commonly used, machine-readable format that supports re-use, or to request the transfer of your personal information to another person.
- (c) **Right to rectification.** You have the right to obtain rectification of any inaccurate or incomplete personal information we hold about you without undue delay.
- (d) **Right to erasure.** You have the right, in some circumstances, to require us to erase your personal information without undue delay if the continued processing of that personal information is not justified.
- (e) **Right to restriction.** You have the right, in some circumstances, to require us to limit the purposes for which we process your personal information if the continued

processing of the personal information in this way is not justified, such as where the accuracy of the personal information is contested by you.

- (f) **Right to withdraw consent.** Where we rely on your consent for processing your personal information, you have the right to withdraw your consent. Withdrawal of your consent will not affect the lawfulness of the processing of your personal information before you withdrew your consent.

10.2 You have a right to object to any processing based on our legitimate interests. There may, depending on the particular circumstances, be compelling reasons for continuing to process your personal information despite your objection, and we will assess and inform you if that is the case. You can object to marketing activities for any reason.

10.3 If you wish to exercise one of these rights, please contact us using the contact details at the top of this privacy notice.

10.4 We will not charge you a fee for complying with your request to exercise one of these rights, other than where the request is manifestly unfounded or excessive (such as if you submit a number of repeated requests), in which case we may charge you a reasonable fee to cover our administrative costs.

10.5 You also have the right to lodge a complaint to the Information Commissioner's Office, which can be contacted using the details at <https://ico.org.uk/global/contact-us/>.

10.6 You also have the right to lodge a complaint with us directly. Please contact us using the details set out above should you wish to make a complaint.

11. LINKS TO THIRD PARTY SITES

The Site may, from time to time, contain links to and from third party websites, including those of other users, our partner networks, advertisers, partner merchants, news publications, social media platforms, retailers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for their policies. Please check the individual policies before you submit any information to those websites.

12. OUR POLICY TOWARDS CHILDREN

12.1 The Site is not directed at persons under 18 and we do not knowingly collect personal information from children under 18. If you become aware that your child has provided us with personal information, without your consent, either directly or by other means, then please contact us using the details below so that we can take steps to delete such information and terminate any account your child has created with us.

13. CHANGES TO THIS POLICY

We may update this privacy notice from time to time and so you should review this page periodically. When we change this privacy notice in a material way, we will update the "last modified" date at the top of this privacy notice. Changes to this privacy notice are effective when they are posted on this page.

14. NOTICE TO YOU

If we need to provide you with information about something, whether for legal, marketing or other business-related purposes, we will select what we believe is the best way to get in contact with you. We will usually do this through email or by placing a notice on the Site.