

TERMS AND CONDITIONS OF USE AND PRIVACY POLICY FOR THE “LALIGA FANTASY ONE” GAME - APP VERSION

TERMS AND CONDITIONS OF USE

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TERMS AND CONDITIONS OF USE

1. OWNERSHIP AND PURPOSE

These terms and conditions govern the privacy policy and the terms and conditions of use (hereinafter, the “Terms and Conditions”) of the LaLiga Fantasy ONE game application (hereinafter, the “Game”) by the users thereof. Said Game is exclusively owned by La Liga Nacional De Fútbol Profesional, with Spanish Tax Code G78069762 and registered address in Madrid at 60 Calle Torrelaguna, 28043 Madrid (hereinafter, “LaLiga”). LaLiga is a private Sports Association governed by the provisions of Articles 12 and 41 of Spanish Law 10/1990, of 15 October, on Sports, which is exclusively and compulsorily made up by all Public Sporting Companies and Clubs that participate in official national and professional football competitions. LaLiga is registered under entry 1 in the Professional Leagues section of the Register of Sports Associations held by the National Sports Council.

LaLiga provides the Game free of charge to any user that wants it. The Game puts the user in the position of a football manager, enabling them to create virtual leagues to play with other users. The goal is to score as many points as possible. The score is obtained from the sum total of the points obtained by each associated player on each day of the First Division National League Championship. Points are awarded to each player based on a series of criteria, including goals, yellow cards and red cards, among other things.

IF THE USER HAS ANY COMMENT, QUERY OR REQUEST, PLEASE SEND AN EMAIL TO THE FOLLOWING ADDRESS: support@laligafantasy.zendesk.com

This Game has been developed for use on mobile devices using the iOS, Android OS, Windows Phone or other analogous operating systems. LaLiga reserves the right to periodically update the same.

2. USE

Registration and creation of a new account (hereinafter, the “Account”) to be able to use the Game automatically attributes the status of user (hereinafter, “User”) on anyone doing so, and implies acceptance and compliance with the Terms and Conditions. In accordance with the above, the User undertakes to read these Terms and Conditions as well as any others governing the use and enjoyment of the Game or its ecosystem before using or enjoying the same.

The User is aware, and voluntarily and expressly accepts, that use of the Game takes place under the sole and exclusive responsibility thereof.

Minimum age.

The User must be over the age of fourteen (14) years to register and use the Game, or have authorisation from their parents and/or legal guardians. Therefore, by accepting these Terms and Conditions, you guarantee that you are over said age or otherwise have the afore-mentioned parental authorisation to register in the Game, assuming full liability for this declaration.

LaLiga may contact the User at any time to ask them to prove their real age by providing a photocopy of their National Identity Document or other equivalent document. In the event that the User fails to provide said documentation, LaLiga reserves the right to prevent the User from using the Game.

3. GENERAL TERMS AND CONDITIONS OF USE

3.1. Registration: username and password

To be able to use and enjoy the Game, the User will need to register and provide the information necessary for validating the registration process. To register, the User must follow the instructions provided in the registration forms included in the Registration option.

All the information provided by the User in the forms presented for access to Game features for the afore-mentioned purposes or any others must be truthful and, more specifically, the User must be the owner of the email address provided. The User therefore guarantees the authenticity of all the data provided and that they will keep the information provided perfectly up-to-date so that it reflects the real situation of the User at all times. At any event, the User will be solely liable for any false or inaccurate statements made and for the damages that may be incurred by LaLiga or third parties owing to the information provided.

When the User creates a user account (hereinafter, “Account” or “User Account”), they are assigned the username and password (hereinafter, “Identifiers”) they choose, which will enable them to log in privately to their User Account. The Identifiers are personal and confidential. They can only be changed following a request from the User or at the initiative of LaLiga. For security purposes, the User undertakes to choose a unique password for registering in the Game; in other words, to not use the same password as they use for any other application, email account or the like. The assigned Identifiers will be personal and non-transferrable, and may not be transferred to third parties even temporarily. In this regard, the User undertakes to make diligent use thereof and to maintain the confidentiality of their assigned Identifiers for access to the Game and/or the Content. In the event that the User becomes aware of or suspects the loss, theft or use of their confidential password or Identifiers by third parties, they must notify LaLiga of the situation as soon as possible.

The User will be liable for any costs and damages incurred due to access and use of the Game and/or the Content by any third-party using Identifiers of the User for said purpose owing to improper use or intentional loss thereof by the User.

3.2. Other Associated Accounts

For certain aspects of the Game, it is possible for additional accounts to be configured and depend on your account (“associated account(s)”). The User accepts that they are governed by these Terms and Conditions for any associated account (including those of minors) they may have now or create in the future, and that the User is liable for all activity undertaken with their account and any associated account. The User accepts that LaLiga may take steps against their account in response to the activity of any of their associated accounts, including: (i) limitations on who can use their Game account or any associated account; (ii) limiting the number of devices from which the Game can be accessed; and/or (iii) deleting their Account or any associated account.

If a User allows or authorises a minor to use an associated account:

- The User declares that they are one of the parents or the legal guardian of the minor;
- The User accepts to supervise the activity by any minors whom the User allows or authorises to use the Game. The Game is not designed for use by children under the age of fourteen (14) years without adult supervision;
- The User recognises that the Account holder has total control over their associated account if an associated account is used. This control includes the right to: (i) terminate the use and enjoyment of the Game; (ii) close or amend their associated account at any time; (iii) access or amend the Parental Controls for their associated account; and (iv) receive notifications from LaLiga. In some cases, this control also includes the possibility of requesting and receiving information on use of the device and Game services in relation to their associated account. To gather the profile data, use and activity related to their associated account and send them to the Game services account holder.

3.3. Incorrect Use of the Game

The User undertakes to make proper use of the Game and the Content that may be accessed via the same, and to refrain from using them to engage in unlawful activities or activities against good faith or the law; to refrain from spreading Content or propaganda of a racist, xenophobic or pornographic nature, in support of terrorism or contrary to human rights; to refrain from causing damage to the physical or computer systems of LaLiga or the suppliers thereof, introducing or spreading computer viruses or any other physical or computer systems that may potentially cause the afore-mentioned damage.

3.4. Provision of Content by the User: concession of licence and guarantees

In the event that the features of the Game allow User Content to be made available by the User (with “User Content” understood to mean opinions, observations, comments, graphic material, photographs, links, questions, suggestions, information, video, audio and other materials that the User sends to the Game or shares using the Game), the User is free to make the same available, providing LaLiga with the requested information, as applicable, in relation to the origin and ownership of the Content and the procedure whereby the User obtained it. This information must be truthful and verifiable if LaLiga so requires.

LaLiga will decide which Content should be made available to the public through the Game in a free and non-binding manner. In the event that LaLiga authorises access to Content made available via the Game by Users, said Users declare that they are aware and accept that, once made available to other Users of the Game, the Content

will be available to third parties worldwide. Hence, LaLiga will be free of any liability that may arise in this regard.

3.4.1. Rights granted by the User under licence

All the Content shared by the User via the Game may not be considered confidential and/or private. The User recognises and accepts that LaLiga only acts as a passive channel for the distribution, as appropriate, of the Content created by the User and accepts no liability or responsibility vis-à-vis the User or any third party regarding the Content or inaccuracy of the Content created.

In this regard, the User expressly recognises that, by making various Content available to LaLiga in the Game, said Content has been obtained, produced and/or acquired by the User directly in such a manner that the User holds all the necessary rights over the same with sufficient rights to transfer them to LaLiga under these Terms and Conditions. Hence, by virtue of this document and through said act of making said Content available, the User grants:

(i) to LaLiga, a global, non-exclusive, free, sublicensable and transferrable licence for any use of the Content, including the commercial exploitation thereof, as well as for advertising and non-commercial uses, to reproduce, distribute, publicly communicate and transform the Content, to produce derivative works from the Content, all of which with regard to the provision of the Game services and the operation thereof and the activity of LaLiga, including with limitation for the purposes of promotion and redistribution of all or part of the Game (and its derivative works) in any format and via any channel of communication;

(ii) to each User of the Game, a global, non-exclusive and royalty-free licence to access the Content via the Game, and to use, reproduce, distribute, create derivative works for exhibition and to execute said Content to the extent such action is permitted by the features of the Game and in accordance with these Terms and Conditions.

The afore-mentioned licences granted by the User with regard to the Content will be revoked when the User deletes or removes the User Content from the Game.

The afore-mentioned licences granted by the User with regard to the User Content are permanent and irrevocable, without prejudice to the corresponding property rights. Ownership of the User Content will be held by the User at all times, in accordance with the previous section above.

3.4.2. Guarantees

In the event that a User makes Content available to other Users of the Game whenever the features of the Game so allow, this implies that said User guarantees that:

1. The Content does not imply or contain any defamation or slander against any individual, company or association, does not infringe the regulations currently in force in Spain when submitting the Content governing the protection of honour, personal privacy and proper image, and that nothing within the Content infringes any intellectual property rights, industrial property rights or any other rights held by third parties.
2. They have authorisation from the persons appearing in the Content to proceed with this transfer of rights.
3. The User declares and guarantees that they hold (and will continue to hold while using the Game services) all licences and all rights, consent and permissions needed to allow LaLiga to use their Content for the purposes of providing the Game service and for any other purpose pursuant with the manner contemplated in the Game and in these Terms and Conditions.
4. The User undertakes to refrain from publishing or uploading any Content containing material regarding which possession by the User is illegal in their

country of residence or for which the use or possession thereof is illegal for LaLiga with regard to providing the Game services.

5. The User undertakes to ensure that the Content provided by the User to the Game will not contain material subject to intellectual property rights held by third parties or material subject to other industrial property rights held by third parties (including exclusivity or advertising rights), unless the legal holder of said rights has granted to them a formal licence or authorisation or the User is legally authorised by any other means to publish the material in question and to grant the afore-mentioned licence to LaLiga.
6. When becoming aware of any non-compliance with these Terms and Conditions, LaLiga reserves the right (although will not be required) to decide whether the Content meets the Content requirements provided for in these Terms and Conditions, and may delete said Content and/or cancel access by any User to upload Content that infringes these Terms and Conditions at any time, without need for prior notice and at its sole discretion.

LaLiga will prosecute any failure to comply with the above Terms and Conditions, as well as any improper use of the Content presented in the Game, by bringing all civil and criminal action to which it may be entitled by law. If the User sees Content in our Game that they believe to be unlawful, harmful or offensive, we ask them to notify LaLiga by writing an email to support@laligafantasy.zendesk.com.

3.5. Other Content

With the exception of Content provided to the Game by the User, all other Content in the Game will be owned by LaLiga or will correspond thereto by virtue of a licence, and will be subject to copyright, trademark rights and other intellectual and industrial property rights of the licensors of LaLiga. All the commercial and service trademarks of

other third parties present in the Content not uploaded or published by the User will be commercial and service trademarks of their respective owners.

Said Content may not be downloaded, copied, reproduced, distributed, transferred, communicated, shown, sold, granted under licence or exploited for any purpose without prior written consent from LaLiga, or the licensors of LaLiga, as the case may be. LaLiga and its licensors reserve all the rights that have not been expressly granted with regard to their Content.

3.6. Advertising

The User is aware and accepts that adverts may appear in the Game, and that they may therefore access LaLiga advertising and/or advertising from third party companies or professionals that enter into a contract with LaLiga.

3.7. Liability Waiver

LaLiga will accept no liability for any damages incurred through the improper use of the Game by Users. The User in question will be liable for engaging in any action that contravenes the applicable legislation.

In this regard, LaLiga will accept no liability for infringements made by any User of the Game that may affect any other User thereof or third parties, including those related to intellectual property rights, industrial property rights, confidential information and/or any other analogous rights. Furthermore, LaLiga will accept no liability for any infringements by a User of personal privacy, honour and/or the image of another User or third party, for which the offending party will be liable, whether relating to statements posted in forums, user opinions or audio-visual material provided by a User, whenever said features exist.

The User accepts their liability and the consequences stemming from the infringement of these rules, undertaking to maintain LaLiga exempt from any lawsuit in this regard.

Any damages from any of the afore-mentioned situations in legal or extra-legal proceedings at a Court, Tribunal or competent Public Authority for which LaLiga may be held liable will be passed on to the User, including all those amounts that LaLiga may have had to pay, including consequential damages and lost profits, and any cost or fee that LaLiga may have had to pay, including taxes, rates, legal fees, court attorney fees, arbitration fees or any other fees.

4. OTHER TERMS AND CONDITIONS OF USE

The Game may be made available to the User via the channels and services owned by LaLiga, as well as via various third-party portals, services, platforms, environments and tools.

These Terms and Conditions of Use complement any other general terms and conditions potentially governing the website from which the Game may be accessed, or any service, procedure, mechanism, platform, ecosystem or channel that, as appropriate, may be necessary for use of the Game, taking precedence over said texts in the event of a discrepancy.

Certain Game services that are accessible by Users may be subject to specific terms and conditions, rule and instructions that, where appropriate, replace, complete and/or amend

these Terms and Conditions and it will be understood that the User has accepted the same whenever provision of the corresponding service begins.

It is strictly prohibited to engage in fraudulent techniques or actions within the Game, or techniques or actions contrary to the proper use and normal operation of the Game, in any of the game formats thereof (LaLiga Fantasy ONE or sponsored Leagues):

1. Any potentially non-standard mechanism that accumulates all the money or player improvements into a single user.
2. Any option that represents out-of-market sales and unrealistic prices.

5. LINKS TO THIRD PARTIES

For the purpose of User convenience and improving use of the Game, it is possible that links may occasionally be provided to websites owned and controlled by third parties.

These links take the User out of the service and beyond the control of LaLiga. The websites to which these links may take the User have their own independent terms and conditions, as well as their own privacy policy. LaLiga accepts no liability and may not be held liable for the Content or activities of said websites. Hence, the User is entirely liable for their visit or access to said websites.

In particular, LaLiga will accept no liability for the technical availability, Content or damages that the User may incur as a result of consulting or using the Content offered via a website accessed by the User from the Game. In particular, the User may find surveys or forms on said associated websites in which they are asked to provide personal data or data of another nature for various reasons or purposes. The User is free to accept these offers or not. However, when accepting them, the User will enter into a direct relationship with the third party in question and it may be possible that LaLiga has no relationship whatsoever with said third party other than the creation of a link or access from the Game of LaLiga. In such cases, said website will be governed by its own confidentiality rules and general terms and conditions

(which will usually be different to those of the Game), which the User must consult and, where appropriate, accept.

6. INTELLECTUAL AND INDUSTRIAL PROPERTY

All the intellectual and industrial property rights over the elements comprising the Game, as well as the Content thereof (videos, images, designs, texts, photographs, software, etc.) and the Content to which it provides access, exclusively belong to LaLiga and have been duly transferred or licensed to LaLiga, and may not be reproduced, copied, pasted, linked, transferred, distributed, publicly communicated, transformed or manipulated in any way or for any purpose without prior written authorisation from LaLiga.

Use of the Game and the services thereof is solely and exclusively authorised for personal and private use. It is therefore strictly prohibited to use the same for commercial gain or distribution. The modification, alteration and separation thereof is also strictly prohibited.

Any use or amendment of the material or the Content for any purpose other than those authorised in these Terms and Conditions, such as but not limited to commercial use, will be considered a breach of the laws governing intellectual and industrial property and any other national and/or international regulations that may be applicable for the protection of copyright and any other legally protected assets that may be damaged.

7. EXCLUSION FROM GUARANTEES; LIMITED LIABILITY

1. LaLiga will operate the Game with a reasonable level of professionalism and due care. LaLiga will make no other promise or offer any other guarantee concerning the Game. Specifically, it does not guarantee that:
 1. User's will be able to use the Game free from interruptions or errors. The User accepts that LaLiga may occasionally interrupt the Game's functionality for indefinite periods of time or close down the Game at any time for technical or operating reasons, in which case, as much advance notice as possible will be provided;
 2. the Game will be free from losses, corruption, attacks, viruses, interference, acts of hacking and other security intrusions, which will be considered acts of force majeure and LaLiga will be exempt from all liability in such circumstances. Some Products may only be downloaded once and not subsequently replaced, regardless of the reason for the loss thereof. The User will be responsible for making backup copies on their own system, including copies of any Products purchased via the Game.
2. By way of clarification, LaLiga accepts no liability and the User will be solely liable for the acquisition, knowledge and control of any other costs that, as applicable, may be required to correctly receive the Game (other than the specific payment that LaLiga may establish for downloading the Game or all or any of the services and Content offered via the same).
3. Excluding that provided for in section (e) below, or in the event that the User exercises their legal right to receive a refund or compensation, neither LaLiga nor its directors, executives, employees, subsidiaries, agents, contractors or licensors will accept any liability for any loss or damages caused by LaLiga, its employees or agents when:
 1. the legal duty of care assumed vis-à-vis the User has not been breached by LaLiga or any of its employees or agents;
 2. they are not a reasonably foreseeable result of this breach;

3. any increment of the loss or damages stems from the breach by the User of any provisions contained in these Terms and Conditions;
 4. it results from a decision by LaLiga to withdraw or refuse to process any information or Content, issue a notification, suspend or cancel access by the User to the Stores or adopt any other measure during an investigation into a possible breach or as a result of a decision by LaLiga that a breach of these Terms and Conditions has occurred; or
 5. it corresponds to a loss of income, business or earnings or a loss or corruption of data relating to the User's use of the Game.
4. LaLiga will try, by all possible means, to protect the information sent by the User to the Game, including protection against any form of fraudulent use. LaLiga may ask the User to change their password at any time to guarantee security.
 5. Nothing provided for in these Terms and Conditions will exclude or limit LaLiga's liability in the event of fraud, gross negligence, misconduct, death or personal injury.
 6. If the User breaches these Terms and Conditions, the User will be liable vis-à-vis LaLiga, its directors, executives, employees, subsidiaries, agents, contractors and licensors for any claims resulting from said breach. Furthermore, the User will be held liable for any measure adopted by LaLiga as part of an investigation into a possible breach of these Terms and Conditions or as a result of the decision or conclusion by LaLiga that a breach of these Terms and Conditions has occurred.

8. RIGHT FOR LALIGA TO MAKE CHANGES TO THE APPLICATION

LaLiga reserves the right to make, without prior notice, any changes it deems necessary to the Game, including the amendment, removal or addition of Content and services provided, in addition to the way in which the same are presented or located.

In this regard, the access, Content and services offered via the Game and/or the Content have, in principle, an indefinite duration unless stated otherwise in the General Terms and Conditions, Specific Terms and Conditions or the applicable legislation at any given time. However, the User accepts that LaLiga may unilaterally suspend or interrupt the availability of the Game and/or any of the services at any time and without prior notice, without the User retaining any right to claim compensation. Subsequently, the User must destroy all material they may have obtained with regard to the Game and/or the portal on which the Content is offered, including all corresponding software and documentation, in addition to any copies, printouts and installations.

If its services are cancelled or terminated, LaLiga may permanently remove the information associated with your account, including your Content, from our servers. LaLiga has no duty to return any Content to you in these circumstances.

9. CHANGES TO THE TERMS AND CONDITIONS OF USE

LaLiga may replace the Terms and Conditions of Use and the Privacy and Personal Data Protection Policy at any time for technical reasons or as a result of changes in the provision of the Service or legislation, as well as due to changes that may arise in applicable type codes or, where appropriate, strategic corporate decisions. As the case may be, LaLiga will replace, complement and/or amend the Terms and Conditions of Use and the Privacy and Personal Data Protection Policy contained herein.

When LaLiga replaces or amends the Terms and Conditions of Use and the Privacy and Personal Data Protection Policy, it will publish the same on the website and/or

communicate the situation via the website. If the User continues to use the service, LaLiga will understand that they have accepted the

amendments made. In the event that the User does not agree with the amendments made, they may unsubscribe from the Service by following the standard procedure provided to do so.

LaLiga recommends that Users regularly consult the Terms and Conditions of Use and the Privacy and Personal Data Protection Policy, as they may be subject to change. The current version of these documents can be found in the section entitled Terms and Conditions of Use of the Game. These general terms and conditions will therefore remain in effect for as long as they are displayed and until they are amended in full or in part.

10. INTERNATIONAL TERMS AND CONDITIONS OF USE

The Game governed by these Terms and Conditions is managed by LaLiga, which operates in Spain. Its Content is available within Spanish territory. Although access to said Game may be possible outside Spain, given the inherently “non territorial” nature of Internet use, the User understands and agrees that the Game is designed for use by anybody or any entity in any country or jurisdiction provided that its use does not contravene the local laws and regulations in force at any given time. Therefore, if any or all of the Content or elements housed in the Game from LaLiga are considered unlawful in any other country, access thereto and use thereof by the User is strictly prohibited. In the event that this should occur, the User will be exclusively liable and will be required to fulfil and observe the laws applicable to these countries.

The User will be liable for their own use of the Game within any specific country. Furthermore, LaLiga informs the User that it is possible that some of the features of the Game may not be available and/or work properly in all countries due to technical and/or legal restrictions.

11. LEGISLATION AND JURISDICTIONAL COMPETENCE

The Terms and Conditions, as well as any other matter related thereto, will be governed and interpreted according to Spanish legislation. The two parties irrevocably agree that all controversy, disputes or differences concerning the Terms and Conditions, as well as any matter related thereto, will be subject to the exclusive jurisdiction of the courts and tribunals of Madrid. Furthermore, the two parties irrevocably waive any other right to which they may be entitled for the purpose of objecting to legal action being brought before said courts and tribunals, or alleging that such legal action has been brought before an inappropriate body or a body without jurisdiction over said matters. None of the provisions contained in this clause will limit LaLiga’s right to launch proceedings against you at any other jurisdictionally competent court or tribunal. Neither will the act of launching proceedings in one or more jurisdictions prevent proceedings from being launched in other jurisdictions, whether simultaneously or not, to the extent permitted by the law in said jurisdictions.

PRIVACY POLICY

The Game is the product of a business partnership between ONE, (hereinafter, “ONE”) and La Liga Nacional de Fútbol Profesional (hereinafter “LaLiga”). Hence, under the terms and conditions defined below, we inform you that the personal data you provide to register and access the Game will be processed by LaLiga and ONE (As of this writing, the information is not being processed by ONE and in the event that it will be, this terms and conditions will be updated. This note is relevant for all that will be followed about data processing), respectively, each as data controllers for the processing thereof. The Game forms part of an ecosystem created by LaLiga made up by various applications and websites where each user receives a unique identifier so that any selection or change made to the user’s

preferences in one of the applications or websites will be reflected throughout the rest of the LaLiga ecosystem.

Who is the data controller?

On the one hand, your personal data will be processed by LaLiga, with Spanish Tax Code: G-78069762 and registered address at 60 Calle Torrelaguna, 28043 Madrid. It is a private Sports Association under the provisions of Articles 12 and 41 of Spanish Law 10/1990, of 15 October, on Sports, which is exclusively and compulsorily made up by all Public Sporting Companies and Clubs that participate in official national and professional football competitions. LaLiga is registered under entry 1 in the Professional Leagues section of the Register of Sports Associations held by the National Sports Council.

Contact with the Data Protection Officer: lopd@laliga.es

On the other hand, your personal data will also be processed by ONE.

Why do we process your personal data?

LaLiga and ONE undertake to process your personal data according to the provisions of applicable legislation and, in particular, to treat any personal data of the User to which it may have access as a result of the latter's use of the Game in a confidential manner. To that end, LaLiga and ONE have implemented suitable technical and organisational measures to guarantee the security of your personal data and avoid the destruction, loss, unlawful access or unlawful alteration thereof. When deciding upon these measures, such criteria as the following were taken into consideration: (i) the scope; (ii) the context and purpose for processing the personal data; and (iii) the technical state of the art and existing risks.

Main purposes:

- / **Provision of the requested service:** We hereby inform you that your personal data will be processed by LaLiga and ONE in order to provide, manage, maintain and control the services requested via the Game. Furthermore, in terms of the management and maintenance of the services requested, LaLiga and ONE will process your data in an aggregated manner to prepare relevant statistics and assess the use of the Game by Users, thus improving the services provided and, as a result, the User experience.

The legal grounds for the afore-mentioned purposes are based on performance of the services requested and governed by the terms and conditions of use for this Game.

Additional Purposes

Should you provide your consent, the additional purposes for which LaLiga and ONE will process your personal data can be found below:

- / **So that LaLiga can send you commercial communications about activities, products, services, contests, offers and/or promotions** from LaLiga themselves, their subsidiaries, the clubs or SAD forming part thereof, or about contests, offers and/or promotions in conjunction with their official sponsors, which may be found here www.laliga.es/patrocinadores (hereinafter, the "Official Sponsors"), or about promotions carried out jointly with third parties, such as international television channels.
- / **So that LaLiga can send you commercial communications and show you**

personalised recommendations about the content mentioned in the previous section above, a profile will be created based on the information you provide. In this regard, LaLiga will conduct market studies and analyse your browsing and consumption habits, employing profile segmentation techniques created to this end by LaLiga in order to offer you personalised information suited to your tastes and preferences about the content mentioned in the previous section above by any means, including electronic commercial communications or equivalent (such as email, SMS, MMS and the like).

In this regard, we inform you that we use the Android and iOS advertising identifier to analyse adverts and users and display personalised advertising. This may be associated with personal identification information or other identifiers, such as persistent device identifiers (for example, SSAID, MAC address or IMEI), or any new advertising identifier.

The legal grounds for processing your data for the afore-mentioned purposes are based on the consent you provided for the processing of your data for the selected purposes. Your personal data will be retained for these purposes until such time as you withdraw your consent.

You have the right to withdraw your consent at any time by following the procedure described in the section entitled ***“What are the user’s rights when they provide us with their personal data?”***, without such action affecting the legality of consent-based processing prior to its withdrawal.

- / Furthermore, LaLiga will send commercial communications to you via the Game or “Push” notifications using the standard notification system on your Smartphone or Tablet concerning products or services that are similar to those requested. You may object to these communications being sent at any time via the Game’s preferences or by changing the settings on your Smartphone or Tablet. The legal grounds for processing your data are based on LaLiga’s legitimate interest in keeping you informed about similar products or services that may be of use to you or that may complement the service originally requested.

How long will we keep your personal data?

We remind you that LaLiga and ONE will stop processing your personal data for those purposes based solely on your consent if you decide to revoke said consent. You may unsubscribe from our promotional emails by following the instructions included in every email sent to you. The personal data used for purposes that do not require express consent from the user will be kept for as long as you have the application downloaded on your device and/or you do not exercise your right to erasure, opposition or limitation on processing. We keep your personal data for as long as we need them for the purposes indicated in this privacy policy, to satisfy your needs and fulfil our legal obligations.

Furthermore, we inform you that once the purposes for which your data were collected have been achieved or the afore-mentioned rights are exercised, LaLiga and ONE will keep your personal data, blocking them accordingly, for a period of five (5) years for the sole purpose of being able to respond to any liability that may arise. Said personal data will be deleted when this period expires.

With whom will we share your personal data?

Your personal data may be shared with other individuals or companies so the same can be used for their own purposes provided that you provide us with express and

specific consent by ticking the box provided.

In particular, if you register for any of the Sponsored Leagues, the data you provide to LaLiga will be shared with the Sponsor of the Sponsored League (the identity of which may be found in the Legal Terms and Conditions you must accept before participating in the Sponsored League) for the purpose of enabling your registration for the same. Bear in mind that the Sponsor may process the data for additional purposes, which will be identified in their Legal Terms and Conditions. We therefore recommend that you carefully read this document before registering for the Sponsored League.

Nonetheless, certain entities subcontracted by LaLiga and ONE could access the personal data and information as Data Processors or Sub-processors in order to provide LaLiga and ONE with a necessary service.

In particular, LaLiga uses Microsoft cloud services (Azure) to manage and store your personal data. This service means that occasionally, your personal data will be transferred outside the European Economic Area, specifically, to the United States. This transfer is protected by both the declaration of adequacy of guarantees for international data transfers to the United States granted by the Spanish Data Protection Agency with reference number T1/00032/2014 and the “Privacy Shield” agreement adopted by the European Commission.

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

We inform you that you can exercise your rights to access, rectification, opposition, erasure, portability and limitation on processing with LaLiga or ONE at any time:

What are your rights as a user?

Right to access: you have the right to obtain confirmation about whether LaLiga or ONE process your personal data and access these data.

Right to rectification: you can ask for inaccurate personal data to be amended or rectified.

Right to erasure: you can ask for your personal data to be deleted.

Right to limitation on processing: In certain circumstances, you may ask for the processing of your data to be limited. In this case, they may only be kept for the purpose of defence against lawsuits.

Right to opposition: you may oppose the processing of your data for the purpose you specify. LaLiga or ONE will refrain from processing your data, unless justified on compelling legitimate grounds or for defence against possible lawsuits.

Right to portability: if the Game so permits, you may exercise the right to portability of your data, in a structured, commonly used and machine-readable format to another data controller.

How can I exercise my rights?

LaLiga:

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

When accessing and, as applicable, registering on the application, you provided

your consent for the purposes for which your data was requested. You may withdraw this consent at any time by following the procedure indicated in each of the commercial communications you receive, via the Subscriptions Centre on the application menu or by sending an email to: lopd@laliga.es

The withdrawal of your consent will not affect your ability to use the app nor the legality of processing based on this consent prior to its withdrawal.

Furthermore, if you believe that you have been unable to exercise your rights satisfactorily, you may contact the Data Protection Officer of LaLiga by writing an email to dpo@laliga.es or lodging a complaint with the Spanish Data Protection Agency via its website at www.agpd.es

ONE:

By sending an email to: laligafantasy@one.co.il. The exercise of your rights is completely free of charge.

By sending a letter for the attention of the Legal Department of ONE at the aforementioned postal address. Your request must include a photocopy of your ID Card or other similar identification document and always the minimum content provided for by law. If your request does not meet the specified requirements, it will be impossible to respond. No payment whatsoever will be required to exercise your rights.

Does any kind of limitation apply?

LaLiga informs you that the users of the Game must be at least 16 years old to use and register for the Game.

What happens with the data imported by LaLiga from your social media accounts?

The activation and use of external social media of which the User is a member via LaLiga, as well as the possible import of data from the same to the account registered in the Game, implies your identification and authentication on the external network from which the afore-mentioned data will be extracted. LaLiga recommends that Users consult the terms and conditions of use and privacy policy of the networks from which data will be imported.

At any event, the User must remember that, by accessing said social media, they are leaving the LaLiga ecosystem to access an ecosystem that is beyond the control of LaLiga. Consequently, LaLiga will accept no liability for any possible security breaches in said ecosystems.

Once the data have been imported and incorporated into the registration account of the User, their personal data will be processed for the purposes described in this Privacy Policy and LaLiga guarantees that it will adopt all those security measures required by applicable legislation, as well as those that LaLiga diligently decides to implement. Nonetheless, LaLiga may not be required to establish any security measures that are not required by law.

Exclusions

Our Privacy Policy does not apply to the services provided by other companies or individuals, including the products or websites that may be shown in search results and the websites that may include LaLiga services or those accessed from said services. Our Privacy Policy does not govern data processing activities by other companies and organisations that advertise our services and may use cookies, hit

counters and other technologies for advertising and offering relevant adverts.