

UK & Ireland 2028 Limited

Privacy Policy (External)

What does this Privacy Policy cover?

This Privacy Policy will inform you about how UK & Ireland 2028 Limited ("**UK&I 2028**" or "**we**" or "**us**") collects and uses personal data relating to our partners, stakeholders, suppliers and business contacts. It applies to personal data provided to us, both by you and by third parties. We will only use personal data to the extent permitted by law.

What personal data does UK & Ireland 2028 Limited collect?

As a data controller, we may collect and process the following types of personal data in relation to individuals who are, or who work for or on behalf of, UK & Ireland 2028 Limited's partners, stakeholders, suppliers and business contacts:

- **Business contact information:** such as name, employer, department, job title, email address, phone number, office address and other similar information, as well as details of your dealings with UK & Ireland 2028 Limited.
- **Personal contact information:** such as email address, phone number or postal address, only if necessary.
- **Any other information you submit to us (including during the course of any correspondence with us):** such as signatures, photographs, opinions, your location and any other information you provide.

How do we use this personal data and what is the legal basis for its use?

UK & Ireland 2028 may collect, use and store personal data for the following purposes:

- As required by UK & Ireland 2028 Limited to conduct our business and pursue our legitimate interests, in particular:
 - managing our relationships with our partners, stakeholders, suppliers and business contacts;
 - planning our business, including for the performance of our contractual obligations; and
 - protecting our legitimate business interests and legal rights, including but not limited to use in connection with legal claims, compliance, regulation and audits; and
- Where necessary to comply with a legal or regulatory obligation.

How will UK & Ireland 2028 Limited share personal data?

Where necessary, we may share personal data with third party service providers. There may be times when external organisations use personal information as part of providing a service to UK & Ireland 2028 Limited, or as part of an audit of UK & Ireland 2028 Limited's business operations.

Personal data may also be shared with government authorities and/or law enforcement officials if required for the purposes above, if mandated by law, or if required for the legal protection of our legitimate interests in compliance with applicable laws.

Occasionally, we may transfer personal data outside of the UK where necessary to fulfil one of our functions. Whenever we do this, we will ensure that the transfer is compliant with UK data protection laws and that personal data is treated securely and transferred via a legally approved mechanism. In the case of transfers to UEFA, personal data is transferred to a country considered to adequately protect personal data under a UK adequacy decision.

What rights do I have?

You have the right to ask us for a copy of your personal data; to correct, delete or restrict (stop any active) processing of your personal data; and to obtain the personal data you provide to us for a contract or with your consent in a structured, machine-readable format. You also have the right to ask us to share (port) this data to another controller. In addition, you can object to the processing of your personal data in some circumstances (in particular, where we don't have to process the data to meet a contractual or other legal requirement).

These rights may be limited, for example if fulfilling the request would reveal personal data about another person, if it would infringe the rights of a third party (including our rights), or if you ask us to delete information which we are required by law to keep or have compelling legitimate interests in keeping. Relevant exemptions are included in both the General Data Protection Regulation (EU) 2016/679 (GDPR) and in the Data Protection Act 2018. We will inform you of any relevant exemptions that we have relied upon when responding to any request you make.

To exercise any of these rights, you can get in touch with us using the details provided below. If you have any unresolved concerns, you have the right to complain to the Information Commissioner's Office in the UK.

How do I get in touch with you?

If you wish to make a data privacy request, you can do so by contacting LegalTeam@UKI2028.com.

How long will you retain my data?

We will only retain your personal data for as long as it is necessary for the purpose for which we collected it, or where we're required to keep it for any legal, accounting or reporting requirements.

Where a claim is being made (or is considered highly likely to be made), we may extend our retention periods in order to appropriately protect our legal position. Otherwise, after the relevant periods set out above, we will securely destroy your personal information in accordance with our data retention policy.

This policy is subject to regular review to ensure alignment with the company's growth, operations, and evolving needs. As the organisation expands, adjustments may be necessary to maintain relevance and effectiveness.

Last updated: 31 July 2025