

CONFIDENTIALITY and security are core values of Barça Licensing & Merchandising, S.L. (hereinafter, BLM) and, therefore, we undertake to ensure the privacy of the User at all times and not to request unnecessary information. Below we provide you with all necessary information about our Privacy Policy in relation to the personal data we request, with an explanation of the following aspects:

- Who is responsible for processing your data.
- For what purposes we require the data we request.
- What is the legitimate basis for processing.
- How long we keep the data.
- To which recipients we disclose your data.
- What your rights are.

1. Data Controller:

Barça Licensing & Merchandising, S.L., with NIF (*Número de Identificación Fiscal* [Tax Identification Number]) B67192955, calle Aristides Maillol, s/n, 08028 Barcelona, Spain.

Data protection officer: dpo@fcbarcelona.cat.

2. Purposes and legitimate basis for the processing and storage of data by BLM:

1. CONTACT AND REQUESTS FOR INFORMATION

Purposes: To provide you with a means to contact us and to respond to your request for information, to carry out the procedures derived from the request and to send you notifications about the products, services and activities of BLM and, if applicable, of FC BARCELONA entities, its sponsors and/or entities related to the Club's activity, electronically, if you tick the corresponding acceptance boxes.

Legitimate basis: The user's consent when requesting information through our contact form and ticking the acceptance box to receive BLM information and, if applicable, by ticking the acceptance box to receive information from FC BARCELONA, its sponsors and/or entities related to the Club's activity.

Retention: Until your request is resolved via our form or once responded via email, if you have not generated a new processing request. If you have agreed to receive marketing content, until you request to cancel such content.

2. ONLINE PURCHASE OF PRODUCTS OFFERED ON THE WEBSITE store.fcbarcelona.com as a guest user

Purposes: To process your order, payment and shipment and, if applicable, return the product, as well as customer service, and to send you notifications about BLM products similar to those purchased and, if you tick the acceptance box, about products, services and/or activities of FC BARCELONA entities, its sponsors and/or entities related to the Club's activity, electronically. If a connection error occurs during the purchase process, to send you reminders to facilitate the pending purchase.

To prevent payment processing fraud: see the section "[Recipients of your data](#)".

Legitimate basis: Sales contract; legitimate interest to inform BLM customers about products or services similar to those purchased and analyse possible fraud, and consent by ticking the acceptance box to receive information from FC BARCELONA, its sponsors and/or entities related to the Club's activity.

Retention: During the term of the contractual relationship and, upon expiration, during the legally required retention periods to address any liability. If you have agreed to receive notifications from FC BARCELONA, its sponsors and/or entities related to the Club's activity, until the request to cancel them.

3. REGISTRATION AS A USER AND PURCHASE OF PRODUCTS ONLINE IN THE BARÇA STORE

3.1. REGISTRATION FORM

Purposes: To enable you up as a registered person and provide you with access to the services reserved for registered users and users of the Barça Store, as well as to send you relevant information and marketing content about Barça Store products and services, also electronically. If you tick the acceptance box, to send you—by any means, including electronically—notifications related to the Club's activity and products, services and events, as well as marketing content about FC BARCELONA, its sponsors or entities related to the Club's activity.

If you make a purchase as a registered user: to process your order, payment, shipment and, if applicable, return of the product, as well as customer service and analysis of the purchase transaction for fraud prevention purposes. If a connection error occurs during the purchase process, to send you reminders to facilitate completion of the pending purchase.

To prevent payment processing fraud: see the section "[Recipients of your data](#)".

Legitimate basis: Agreement with the registered person and legitimate interest to keep registered users informed about products and services of the Barça Store. If applicable, consent by ticking the acceptance box to receive information and notifications from FC BARCELONA, its sponsors or entities related to the Club's activity.

If making a purchase as a registered user: purchase-sale agreement and legitimate interest to analyse and prevent possible fraud.

Retention: During the term of the account and until the registered person requests his/her removal; subsequently, during the legally required retention periods to address any liability. If you have agreed to receive marketing content from FC BARCELONA, its sponsors and/or entities related to the Club's activity, until the withdrawal of consent and the request to cancel said marketing.

3.2. GUEST PURCHASE FORM

Purposes: To process your order, payment, shipment and, if applicable, return of the product, as well as customer service and purchase transaction analysis for fraud prevention purposes, and to send you relevant information and marketing content about products or services similar to those you have purchased. If a connection error occurs during the purchase process, to send you reminders to facilitate the pending purchase.

To prevent payment processing fraud: see the section "[Recipients of your data](#)".

Legitimate basis: Purchase-sale agreement; legitimate interest in informing customers of the Barça Store of FC BARCELONA about products or services similar to those purchased and legitimate interest in analysing and preventing possible fraud.

Retention: During the term of the contractual relationship and, upon expiration, during the legally required retention periods to address any liability.

3.3. BARÇA STORE NEWSLETTER SUBSCRIPTION FORM

Purposes: To send you—by any means, including electronically—notifications related to products and services of the Barça Store and, if you tick the acceptance box, to send you—by any means, including electronically—notifications related to the Club’s activity and products, services and events, as well as digital marketing content about FC BARCELONA, its sponsors or entities related to the Club’s activity.

Legitimate basis: The consent of the user by subscribing to the marketing content and/or newsletters of the Barça Store of FC BARCELONA through our website or our social media and, if applicable, by ticking the acceptance box to receive information and notifications from FC BARCELONA, its sponsors and/or entities related to the Club's activity.

Retention: Until the data subject withdraws consent and requests cancellation of the notifications.

4. SUBSCRIPTION TO OUR NEWSLETTER AND MARKETING CONTENT

Purposes: To send you—by any means, including electronically—notifications related to the BLM’s activity and products, services and events and, if you tick the acceptance box, about products, services and activities of FC BARCELONA, its sponsors and/or entities related to the Club’s activity.

Legitimate basis: The user’s consent by subscribing to BLM’s marketing content and/or newsletters via our website or social media and, if applicable, by ticking the acceptance box to receive information and notifications from FC BARCELONA, its sponsors and/or entities related to the Club’s activity.

Retention: Until the data subject withdraws consent and requests cancellation of the notifications.

5. SUBSCRIPTION TO PROMOTIONS (Black Friday, Christmas, Discounts, etc.)

Purposes: To send you our promotions and offers on BLM products or services. On indicated dates and/or days of interest to you and, if you tick the acceptance box, to send you promotions and offers on products or services of FC BARCELONA entities, its sponsors and/or entities related to the Club’s activity.

Legitimate basis: The user’s consent by subscribing to marketing content and/or newsletters on BLM promotions via our website or social media and, if applicable, by ticking the acceptance box to receive information and notifications from FC BARCELONA, its sponsors and/or entities related to the Club’s activity.

Retention: Until the data subject withdraws consent and requests cancellation of the notifications.

6. SOCIAL MEDIA

A. Customised audience actions and similar audiences

Purposes: To verify the existence of accounts of certain BLM data subjects or users and/or to search social media profiles (if they have not restricted the receipt of notifications through their user profile as established in the privacy policies of each social media platform) for receiving marketing or advertising content from BLM.

Legitimate basis: Legitimate interest in informing the user on platforms, as well as— if applicable—all persons who have granted consent to receive or have subscribed to BLM notifications.

Retention: During the relationship with the data subject and, if applicable, until the data subject request to cancel or withdraw consent.

B. User registration via social media

To register as a user, it is possible to register or log in via Facebook or Google Sign, which in any case will be voluntary. In this case, the login credentials will be those of the personal account on the social media or platform. The social media or platform may also send us additional information about the public profile (profile name, profile picture and basic information), in accordance with the privacy policy of the social media platform concerning information included in the public profile. However, you may choose not to include any information contained in your public profile, in which case we will not process such information.

Likewise, you may contact us directly through our corporate social media and/or to send your message by logging in via Facebook or Google. In this case, we will process the public profile data of your personal account (profile name and/or username, profile picture and basic information), in accordance with the privacy policy of the corresponding social media platform.

3. Recipients of your data

All your data are confidential, will be used exclusively internally and for the indicated purposes, and will not be transferred to third parties, unless there is a legal obligation to do so and in the following cases:

- If any payments need to be made: TO BANKING ENTITIES OR PAYMENT SERVICE PROVIDERS for payment processing and management.
- For fraud prevention in payment processing: We may process your data in order to control potentially fraudulent transactions, which may involve disclosure of the data to providers who are experts in fraud prevention and management, to analyse the purchase transaction for such purposes, which, in turn, may result in the order and its processing being rejected.

Accordingly, your data may be disclosed to third-party companies that will process it as data controllers and, therefore, it is they who will determine the purposes and means for which they will be used. These companies may be logistics specialists, for shipping products to the address indicated; or fraud prevention, such as Riskified Ltd., which will process your data for the purposes of security and anti-fraud where it concerns your transactions. Disclosure by the Club to Riskified involves the international transfer of data outside the European Economic Area (EEA), for which both parties ensure that the appropriate guarantees have been adopted so that the processing complies with the requirements established in the data protection regulations (if you wish to learn more about these guarantees, you can contact us at the addresses indicated in the Section 5 below). For more information on how Riskified processes your data, please visit <https://www.riskified.com/privacy/>.

- For sending information and notifications from the Club: to FC BARCELONA, its sponsors and/or entities related to the Club's activity. For more information about the processing of your personal data and about FC BARCELONA member entities, you can access the Privacy Policy at the following link: <https://www.fcbarcelona.cat/ca/>.
- For the delivery of purchased products: to the necessary logistics and transportation companies.

4. International transfers

BLM, as an international entity, has international providers that can provide its services from outside the EU; therefore, it is possible that your data will be processed outside the European Union or the European Economic Area (for example, providers for newsletter delivery, data storage, etc.).

In any case, all our providers are subject to a pre-approval process and we ensure that such data processing is always protected with appropriate safeguards in place, which may include:

- EU-approved standard clauses
- Third-party certificates

You may, at any time, request further information on the safeguards adopted in each case by contacting our Data Protection Officer at dpo@fcbarcelona.cat.

5. Your personal data rights

Anyone can withdraw their consent at any time, if so granted for the processing of their data. Withdrawal of this consent does not under, any circumstances, condition the relationships previously generated.

Likewise, you may exercise the following rights:

- Object to our legitimate interest-based marketing content, in every email you receive.
- Request access to your personal data or rectify it whenever it is inaccurate.
- Request deletion of your data when, among other reasons, it is no longer necessary for the purposes for which it was collected.
- Request the restriction of processing of your data in certain cases.
- Request opposition to the processing of your data for reasons related to your particular situation.
- Request the portability of your data in the cases provided for in the regulations.
- Other rights recognised in applicable regulations.

Procedure for requesting the exercise of your rights: By sending a letter to the Data Protection Commission, at the postal address Arístides Maillol, s/n, 08028 Barcelona (Spain) or by email at dpo@fcbarcelona.cat, indicating the reference "Personal Data" and specifying the right you wish to exercise and with respect to what personal data.

If you have any questions, concerns or complaints about how we process your personal data, you may contact our Data Protection Officer at dpo@fcbarcelona.cat or by mail at Arístides Maillol, s/n, 08028 Barcelona (Spain), with the reference "DPO".

In case of discrepancies in relation to the processing of your data, you may file a complaint with the Data Protection Authority (www.aepd.es).

6. Cookies

You can find all the information about the cookies on this website in the [BLM Cookies Policy](#).

7. Targeted advertising

BLM sends information to our users in a targeted manner in order to offer better services, tailored to each individual's preferences, and to provide quality content tailored to their interests.

As described below, BLM may send targeted advertising taking into account all data you provide.

The resulting profile will take into account, for example:

- Your browsing behaviour, cookies, cursor movements, or your preferences and interests.
- Your behaviour when receiving newsletters from BLM, for example, what content you find interesting based on the newsletters you open and how often you open them.

- Your interaction through other channels, such as inquiries on BLM contact or information channels.
- Information you may provide to us through satisfaction surveys.

You should also know that, for some services, we may process your personal data using automated means. This means that certain decisions are made automatically, without human intervention, such as by organising notifications according to your interest in certain sections of the website or by using other services we may offer.

In addition, such communications may be adapted and customised, in accordance with the interests of users, either based on the products and services requested or based on the data we may infer or obtain from your browsing, interest in certain content or reaction to BLM notifications, among others.

This customisation is carried out in a partially automated manner, such that BLM determines the parameters for customisation, but it is the technological platform that generates the targeted advertising characteristics for each user. BLM does not send general notifications that are not targeted via the previous procedure, since it considers that it is in both our interest and that of the user to send or receive relevant information, and because non-targeting would not alter the number of notifications received, but only their content. Accordingly, if you do not wish to be subject to such targeting, you may object to notifications or request cancellation of marketing content at any time.

In addition, the data that BLM processes as a result of user interactions with our website by accessing your third-party username and password (Social Login), username, email, date of birth and geographic location, as well as your social media preferences when you give consent and, optionally, in order to provide you with a customised experience related to your "Like" clicks.

8. Obligation to provide us with your personal data and consequences of not doing so

The provision of personal data requires a minimum age of 14 years or, if applicable, sufficient legal capacity to enter into contracts and agreements.

The requested personal data is necessary to process your requests and/or provide you with the services you may contract with, such that if you do not provide them, we will not be able to assist you correctly or provide you with the service you have requested.

9. Security of your personal data

In order to protect the security of your personal data, we inform you that we have adopted all necessary technical and organisational measures to ensure the security of the personal data provided and to prevent its alteration, loss and unauthorised processing or access.

10. Updating your data

It is important that, in order to keep your personal data up to date, you must inform us whenever there is any change, otherwise we are not responsible for its accuracy.

We are not responsible for the privacy policy relating to any personal data you may provide to third parties through the links available on our website.

This privacy policy may be amended in order to align with any changes to the BLM website, as well as any changes to legislation or case law applicable to personal data. The date of publication of this policy is 4 May 2023. Any major modification to this policy will be notified to users accordingly.