

BEYOND's Mobile Application Privacy Policy.

LAST UPDATED MAY 03, 2026

INTRODUCTION

Welcome to Beyond Hospitality Group AG's Mobile Application (collectively referred to as "BEYOND Hospitality", "COMPANY", "we", "us" or "our") privacy policy.

BEYOND Hospitality has developed this app to better serve our clients attending one of BEYOND's world class events. This policy, as updated from time to time, applies only to personal information (the "Data") processed by or on behalf of BEYOND Hospitality via BEYOND's Mobile Application ("APP"). BEYOND Hospitality, under our agreement with the different event organizers we partner with (collectively, the "Event Organizer(s)"), collects certain information on behalf of our Event Organizer partners in relation to the hosting of the event or competition, and shares the Data with the event organizers including FIFA, UEFA and other authorities (collectively "Tournament Organizers") as applicable. In this context, Tournament Organizers and BEYOND Hospitality, shall each act as separate, and independent controllers of the Data shared with each other. The respective privacy policies of BEYOND Hospitality and respectively FIFA and/or UEFA set out how each entity will use this information.

BEYOND Hospitality respects your privacy and is committed to protecting your personal data. This privacy policy will inform you as to how we look after your personal data while you access and use our mobile application, and tell you about your privacy rights including how the law protects you.

This policy (together with our end-user licence agreement as set out in our App (**EULA**) and any additional terms of use incorporated by reference into the EULA, together our **Terms of Use**) applies to your use of:

- Mobile application software (**App**) available on Google Play Store and Apple App Store (**App Site**), once you have downloaded or streamed a copy of the App onto your mobile telephone or handheld device (**Device**).
- Any of the services accessible through the App (**Services**) that are available on the App Site or other sites of ours (**Services Sites**), unless the EULA states that a separate privacy policy applies to a particular Service, in which case that privacy policy only applies. This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. This App is not intended for children and we do not knowingly collect data relating to children. Please read the following carefully to understand our practices regarding your personal data and how we will treat it.

Consent to installation of the App

By downloading and installing this App and/or registering an account in the App, you confirm your consent to our processing of your personal data (including your name, contact details and device information) as described in this Policy.

How you can withdraw consent

You may change your mind and withdraw consent at any time by contacting us at app@beyond-hospitality.com but that will not affect the lawfulness of any processing carried out before you withdraw your consent and it may affect your usage of the App.

Consent to processing Location Data

By downloading and installing the App you consent to the processing of your Location Data (including details of your current location disclosed by GPS technology or any other relevant technology) so that location-enabled Services are activated.

Important information and who we are

With regard to the processing of your personal data in connection with use of this App and the associated services, Beyond Hospitality Group AG is the controller and is responsible for your personal data.

If you have any questions about this privacy policy, please contact them using the details set out below.

Contact details

Our full details are:

- Full name of legal entity: Beyond Hospitality Group AG
- Name: Information Security Manager
- Email address: app@beyond-hospitality.com
- Postal address: BAARERSTRASSE 38, 6300 ZUG, ZUG CH
- Telephone number: +41 (0) 44 5831461

You have the right to make a complaint at any time to the supervisory authority for data protection issues in your country of residence. We would, however, appreciate the chance to deal with your concerns before you approach your supervisory authority, so please contact us in the first instance.

If you are located in the EEA, Switzerland or the UK you may contact our data protection representative. Our privacy representative can be contacted via app@beyond-hospitality.com

Changes to the privacy policy and your duty to inform us of changes

We keep our privacy policy under regular review.

This version was last updated on March 31, 2026. It may change and if it does, the new policy may be displayed on-screen, and you may be required to read and accept the changes to continue your use of the App or the Services.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

Co-Branded Websites

If our Mobile Application links to other websites that include our branding, this Privacy Notice does not apply to those other websites. Visitors to those websites are advised to carefully read the notices on those individual websites. Any other website with the Beyond Hospitality branding will have its own applicable privacy policy independent of this privacy policy.

Children's Online Privacy Protection Act Compliance

Our Services are all directed to people who are at least 18 years old or older. We do not knowingly collect any "Personal Information" (as defined by the U.S. Children's Online Privacy Protection Act) from anyone under 18 years of age. If we become aware that we have collected the Personal Information of an individual under 18 years of age, we will take reasonable steps to delete it as soon as possible

The data we collect about you

We may collect, use, store and transfer different kinds of personal data about you as follows:

- Identity Data.

- Contact Data.
- Device Data.
- Content Data.
- Usage Data.
- Marketing and Communications Data.
- Location Data

We also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific App feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy policy.

We do not collect any other Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to terminate our contract with you, but we will notify you if this is the case at the time

How is your personal data collected?

We will collect and process the following data about you:

- **Information you give us.** This is information (including Identity, Contact, and Marketing and Communications Data) you consent to giving us about you by filling in forms on the App Site and the Services Sites (together **Our Sites**), or by corresponding with us (for example, by email or chat). It includes information you provide when you register to use the App Site, download or register an App, subscribe to any of our Services, search for an App or Service, make an in-App purchase, share data via an App's social media functions, enter a competition, promotion or survey, or other activities commonly carried out in connection with an app and when you report a problem with an App, our Services, or any of Our Sites. If you contact us, we will keep a record of that correspondence.
- **Information we collect about you and your device.** Each time you visit one of Our Sites or use one of our Apps we will automatically collect personal data including Device, Content and Usage Data. We collect this data using cookies and other similar technologies.
- **Location Data.** We also use GPS technology to determine your current location. Some of our location-enabled Services require your personal data for the feature to work. If you wish to use the particular feature, you will be asked to consent to your data being used for this purpose. You can withdraw your consent at any time by disabling Location Data in your settings.
- **Information We Collect from Other Sources.** We may receive information about you from other sources, including publicly available databases or third parties from whom we have purchased data, and combine this data with information we already have about you. This helps us to update, expand and analyze our records, identify new customers, and provide products and services that may be of interest to you. If you provide us personal information about others, or if others give us your information, we will only use that information for the specific reason for which it was provided to us.

- Examples of the types of personal information that may be obtained from public sources or purchased from third parties and combined with information we already have about you, may include:
 - Purchased marketing data about our customers from third parties that is combined with information we already have about you, to create more tailored advertising and products.

How we use your personal data

We will only use your personal data when the law allows us to do so. Most commonly we will use your personal data in the following circumstances:

- Where you have consented before the processing.
- Where we need to perform a contract we are about to enter or have entered with you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.

We will only send you direct marketing communications by email or text if we have your consent. You have the right to withdraw that consent at any time by contacting us.

We will get your express opt-in consent before we share your personal data with any third party for marketing purposes.

Purposes for which we will use your personal data

Purpose/activity	Type of data	Lawful basis for processing
To install the App and register you as a new App user	Identity Contact Device	Your consent Performance of contract with you
To manage our relationship with you including notifying you of changes to the App or any Services	Identity Contact Marketing and Communications	Your consent Performance of a contract with you Necessary for our legitimate interests (to keep records updated and to analyse how customers use our products/ Services) Necessary to comply with legal obligations (to inform you of any changes to our terms and conditions)
To enable you to participate in a prize draw, competition or complete a survey	Identity Contact Device Marketing and Communications	Your consent Performance of a contract with you Necessary for our legitimate interests (to analyse how customers use our products/Services and to develop them and grow our business)
To administer and protect our business and this App including troubleshooting, data analysis and system testing	Identity Contact Device	Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security)
To deliver content and advertisements to you To make recommendations to you about goods or services which may interest you To measure and analyse the effectiveness of the advertising we serve you To monitor trends so we can improve the App	Identity Contact Device Content Usage Marketing and Communications Location	Consent Necessary for our legitimate interests (to develop our products/Services and grow our business)

Disclosures of your personal data

When you consent to providing us with your personal data, we will also ask you for your consent to share your personal data with the third parties set out below for the purposes set out in the table *Purposes for which we will use your personal data* above:

- Internal Third Parties.

- External Third Parties.
- Specific third parties listed in the table *Purposes for which we will use your personal data* above.
- Third parties to whom we may choose to sell, transfer or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy policy.
- Service providers acting as processors who provide IT and system administration services, with whom we need to share your information in order to provide the product or service you have requested.
- Professional advisers or investigators acting as processors or joint controllers including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services.
- Law enforcement agencies or local authorities, or security services for the purposes of event security and safety.
- Relevant tax authorities, regulators and other authorities acting as processors or joint controllers who require reporting of processing activities in certain circumstances.
- Event or tournament organizers (including but not limited to FIFA, UEFA).
- Media buying and web agencies including organisations managing or purchasing paid search keywords or display advertising.
- Companies delivering goods or services to you (in cases where we act as an authorised reseller and/or sales agent).

International Transfers

We share your personal data within the BEYOND Hospitality group of companies as is necessary for performance of contract with you or for marketing reasons when you consent. This may involve transferring your data outside the European Economic Area (EEA).

Your personal data information may be processed in Switzerland and may be stored and used elsewhere depending on the location of the BEYOND Hospitality group company or service provider who is permitted to access such information under these rules (and such locations may include countries which may not afford the same level of protection of such data as the country from which you provided the information).

Some of our external third parties are based outside the European Economic Area (EEA) so their processing of your personal data will involve a transfer of data outside the EEA.

Whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is afforded to it by seeking to implement at least one of the following safeguards:

- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data.
- Where we use certain service providers, we may use specific contracts approved by the European

Commission which give personal data the same protection it has in Europe. For further details, see European Commission: Model contracts for the transfer of personal data to third countries.

Subprocessors

A list of current sub-processors is located at <https://supabase.com/> and <https://amplitude.com/>. We will provide notice if this list of subprocesosrs changes. If you do not agree with any of the subprocessor changes or the subprocessors in general, you will need to stop using the services immediately. Continued access and use of the Mobile App and the Service is deemed acceptance of the changes.

Data security

All information you provide to us is stored on our secure servers. Where we have given you (or where you have chosen) a password that enables you to access certain parts of Our Sites, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Once we have received your information, we will use strict procedures and security features to try to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way.

Certain Services include social networking, chat room or forum features. Ensure when using these features that you do not submit any personal data that you do not want to be seen, collected or used by other users.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator when we are legally required to do so.

Data retention

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements and/or, where you have provided your consent, future marketing, and other related communications with you.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

By law we have to keep basic information about our customers (including Contact and Identity Data) for up to six years after they cease being customers for tax purposes.

In some circumstances you can ask us to delete your data (please see Request erasure below for further information).

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

Your legal rights

Under certain circumstances you have the following rights under data protection laws in relation to your personal data.

You have the right to:

- **Request access** to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- **Request erasure** of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

- **Object to processing** of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.
- **Request restriction of processing** of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:
 - (a) if you want us to establish the data's accuracy;
 - (b) where our use of the data is unlawful but you do not want us to erase it;
 - (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or
 - (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.
- **Request the transfer** of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.
- **Withdraw consent at any time** where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

If you wish to exercise any of the rights set out above, please contact us at app@beyond-hospitality.com. You will not be discriminated against for exercising any of your rights described in this privacy policy.

No fee usually required

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

Third party links

The App may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. Please note that these websites and any services that may be accessible through them have their own privacy policies and that we do

not accept any responsibility or liability for these policies or for any personal data that may be collected through these websites or services, such as Contact and Location Data. Please check these policies before you submit any personal data to these websites or use these services.

Automated Decision-Making

Currently, we do not make any decisions based solely on automated processing, including profiling, which produces legal effects (“Automated Decision-Making”). In the event our position changes, we will update this privacy policy and inform you as required by applicable data protection laws.

QUESTIONS OR SUGGESTIONS

If you have questions or suggestions about this Privacy Policy or your personal data, please contact us at app@beyond-hospitality.com .

Supplemental Privacy Notice to Residents of California, Colorado, Connecticut, Virginia, and Utah

This Supplemental Privacy Notice applies to you only if you a natural person and you are a resident of California, Colorado, Connecticut, Virginia, or Utah. This Supplemental Privacy Notice is incorporated into and forms part of the Privacy Policy.

This Supplemental Privacy Notice provides supplemental notices that are unique to the US states listed above.

1. Categories of Personal Information We Collect, and How We Use and Share that Information

During the past twelve (12) months, we have collected, used, and shared the following categories of personal information:

CATEGORY OF PERSONAL INFORMATION	CATEGORY OF SOURCE	BUSINESS OR COMMERCIAL PURPOSE(S) FOR COLLECTION	CATEGORIES OF THIRD PARTIES WITH WHOM WE SHARE
Personal identifiers	<ul style="list-style-type: none"> Directly from you or your agents From other third parties you choose to interact with From our service providers From public sources 	<ul style="list-style-type: none"> To provide our services to you To communicate with you To verify your identity To protect your account To prevent fraud or illegal activity To recommend our services or 3d party’s services to you Our marketing activities 	

CATEGORY OF PERSONAL INFORMATION	CATEGORY OF SOURCE	BUSINESS OR COMMERCIAL PURPOSE(S) FOR COLLECTION	CATEGORIES OF THIRD PARTIES WITH WHOM WE SHARE
Commercial information, including use of products/ services	<ul style="list-style-type: none"> Directly from you or your agents From our Vendors or Customers 	<ul style="list-style-type: none"> Provide our services to you To communicate with you Prevent fraud or illegal activity Product improvement 	
Internet or other electronic network activity information	<ul style="list-style-type: none"> Directly from you From our service providers 	<ul style="list-style-type: none"> Provide our Services to you To communicate with you Recommend our services or 3d party's services to you Prevent fraud or illegal activity Debug or repair our Services Maintain reliability, quality or safety of our Services Improve our Services Our marketing activities 	<ul style="list-style-type: none"> Our service providers Your authorized service providers Other third parties that you authorize Our business and marketing partners Third parties as required by law

2. Sensitive Personal Information

When we collect your geolocation, or f, we are deemed to be collecting data that is “sensitive” under state privacy laws. Where legally required, we will obtain your consent for collecting this information. For our California Users, we do not use or disclose sensitive personal information for any purpose other than as permitted by law, such as to provide our Service to you, to detect security incidents, and protect against malicious or fraudulent actions, nor do we use or disclose such information to build a profile about you.

3. Sales/Sharing

In the last 12 months, we have allowed third party ad providers to collect personal information from our Application and location services to provide them with targeted advertising and analytics. This practice may constitute a sale of personal information under certain state laws and, in California, may also constitute “sharing” (which is a term used to address the sharing of information for advertising purposes) of personal information.

In the last 12 months, we have also transferred personal information with our strategic business partners as described in the Global Privacy Notice, which may also constitute a sale of personal information under certain state laws and, in California, may also constitute “sharing” (which is a term used to address the sharing of information for advertising purposes) of personal information.

To the extent that our practices constitute a sale or sharing of your personal information, you have the right to opt-out of the sale or sharing of your personal information with the third parties in this Privacy notice by filling out this Opt-Out Form Privacy and by enabling Global Privacy Control on your browser or opting-out of cookies by clicking here.

