



Privacy Policy

This Privacy Policy describes the policies and procedures used by Footballerista Marketing (Suisse) AG (the "**Footballerista**") on the collection, use and disclosure of the User's information when using the Service and tells the Users about their privacy rights and law protection.

Footballerista uses the Personal data to provide and improve the Service. By using the Service, the User agrees to the collection and use of information in accordance with this Privacy Policy.

Interpretation and Definitions

Interpretation

Capitalized terms shall have the meaning as set forth below.

Definitions

For the purposes of this Privacy Policy:

- **Account:** means an account created by a User to access the Service.
- **Cookies** are small files that are placed on the User's computer, mobile device or any other device by a website, containing the details of the User's browsing history on that website among its many uses.
- **Device** means any device that can access the Service such as a computer, a cell phone or a digital tablet.
- **Personal Data** is any information that relates to an identified or identifiable individual.
- **Service** refers to the Website and/or Mobile app and the services offered there on
- **Service Provider** means any natural or legal person who processes the data on behalf of Footballerista. It refers to third-party companies or individuals employed/mandated by Footballerista to facilitate the Service, to provide the Service on behalf of Footballerista, to perform services related to the Service or to assist Footballerista in analyzing how the Service is used.
- **User:** means any individual (or a company or other legal entity on behalf of which such individual is accessing or using the Services) accessing or using the Website, Mobile app and its Service.
- **Usage Data** refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).
- **Website** refers to Footballerista's website, accessible from footballerista.com
- **Mobile App** refers to Footballerista mobile application, accessible from Google and Apple app store or other services.



Collecting and Using Your Personal Data

Types of Data Collected

Footballeterista collects Usage data of every person accessing any Service as well as personal data of all registered Users of the Services as defined below.

Personal Data

When Users access and use the Service, Footballeterista collects Personal Data, which may include but is not limited to:

- Email address,
- password
- First name and last name
- Username
- Uploaded images
- Phone number
- Gender
- Birthday
- Address, State, Province, ZIP/Postal code, City
- Usage Data
- Payment information including credit or debit card number and other card information, other account and authentication information as well as billing, delivery and contact details
- Career data

For Users registered as business accounts Footballeterista further collects information about the company and its business, which may include but is not limited to:

- information about the business its business model and its brands
- Company logo
- Company details (VAT Number etc.)
- Company offers
- Contact information

Footballeterista also collects all the content that a User shares on the Services and with other Users through the Services including information about User behaviour, actions, preferences, uploads from their camera, gallery or files.

Usage Data

Usage Data is collected automatically when using the Service.

Usage Data may include information such as the type of Device used, the Device's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of the Service that Users visit, the time and date of the User's visit, the time spent on those pages, unique device identifiers and other diagnostic data.



When Users access and use the Service by or through a mobile device, Footballerista may collect certain information automatically, including, but not limited to, the type of mobile device Users use, the mobile device unique ID, the location of the mobile device, the IP address of the Users' mobile device, the mobile operating system, the type of mobile Internet browser used, unique device identifiers and other diagnostic data.

Additionally, Footballerista may also collect information that the User's browser sends whenever the User visits the Service or when the User accesses the Service by or through a mobile device.

Tracking Technologies and Cookies

Footballerista also uses Cookies and similar tracking technologies to track the activity on the Service and collect and store certain information. Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyze the Service. The cookies used by the Services may come from Footballerista or advertising partners.

If Users do not wish to have cookies placed on their Device, Users should set their browser or electronic device to refuse cookies or limit cookies before using the Services. However, if Users do not accept or limit Cookies, Users may not be able to use the Service or parts of it.

Cookies can be "Persistent" or "Session" Cookies. Persistent Cookies remain on the User's personal computer or mobile device when the User goes offline, while Session Cookies are deleted as soon as the User closes his/hers web browser.

The Services use the following categories of Cookies:

- **Necessary Cookies:** These Cookies help make the Service usable by enabling basic functions like page navigation and access to secure areas. These Cookies are required for optimal navigation and operation of the Service. The necessary Cookies also serve to save particular inputs and settings which the User has made so that the User does not have to constantly repeat them, and to adapt the Service content to the User's individual interests. The Service cannot function properly without these Cookies.
- **Preference Cookies:** These Cookies enable the Service to remember information that changes the way the Service behaves or looks, like the User's preferred language or the region that the User is in.
- **Statistical Cookies:** These Cookies collect device and access data to analyse the use of the Service, such as which areas of the Service are used how, how fast content is loaded and whether errors occur. These Cookies only contain anonymous or pseudonymous information and are only used to improve the Service and to find out what Users are interested in, and to measure how effective advertising is.
- **Marketing Cookies:** These Cookies are used to track Users across websites. The intention is to display ads that are relevant and engaging for the individual User and thereby more valuable for publishers and third-party advertisers.



Use of Your Personal Data

Footballeterista may use Personal Data for the following purposes:

- **To provide, personalize and maintain the Service**, including to monitor the usage of the Service.
- **To manage the User's Account**: to manage the registration as a User of the Service. The Personal Data Users provide can give Users access to different functionalities of the Service.
- **For the performance of a contract**: the development, compliance and undertaking of the purchase contract for the products, items or services Users have purchased or of any other contract with Users through the Service.
- **To contact Users**: To contact Users by email, telephone calls, SMS, newsletters or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.
- **To provide Users** with news, special offers and general information about other goods, services and events which Footballeterista offers unless Users have opted not to receive such information.
- **To manage Users requests**: To attend and manage Users requests.

A transfer of Personal Data to third parties for purposes other than those listed above does not take place. Footballeterista only passes on data to third parties if:

- Users have given their express consent to this.
- This is necessary for the settlement of contractual relationships with Users.
- There is a legal obligation to pass it on.
- Disclosure is required for asserting, exercising or defending legal claims and there is no reason to assume that Users have a predominantly legitimate interest in not disclosing their data.

Retention of Your Personal Data

Footballeterista will retain the Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. Footballeterista will retain and use the Personal Data to the extent necessary to comply with legal obligations (for example, if Footballeterista is required to retain the data to comply with applicable laws), resolve disputes, and enforce legal agreements and policies.

Footballeterista will also retain Usage Data for internal analysis purposes.

Security of Your Personal Data

Footballeterista takes all necessary technical and organizational security measures to store the Personal Data so that it is not accessible to unauthorized third parties or the public.



Detailed Information on the Processing of Your Personal Data

Service Providers have access to the Personal Data only to perform their tasks on Footballerista's behalf and are obligated not to disclose or use it for any other purpose.

Analytics

Footballerista may use third-party Service providers to monitor and analyze the use of the Service.

Advertising

Footballerista may use Service providers to show advertisements to Users to help support and maintain the Service.

Behavioral Remarketing

Footballerista uses remarketing services to advertise on third party websites to Users after Users visited the Service. Footballerista and third-party vendors use Cookies to inform, optimize and serve ads based on Users past visits to the Service.

Usage, Performance and Miscellaneous

Footballerista may use third-party Service Providers to provide better improvement of our Service.

Users' Rights

Users may exercise the following rights under the conditions and within the limits set forth under applicable law:

- The right to access their information as processed by Footballerista and to know the processing purposes, the category of personal data, the categories of recipients to whom your data has been disclosed or will, the planned storage period, the right of rectification, deletion, limitation of processing or opposition, the existence of a right of appeal, the origin of the data, if they were not collected from Footballerista and the existence of automated decision-making including profiling.
- The right to request a correction or update of an incorrect, obsolete or incomplete information.
- The right to request the erasure of their information or the restriction thereof to specific categories of processing.



Links to Other Websites

The Service may contain links to other websites that are not operated by Footballerista. If Users click on a third party link, Users will be directed to that third party's site. We strongly advise Users to review the Privacy Policy of every site they visit.

Footballerista has no control over and assumes no responsibility for the content, privacy policies or practices of any third party sites or services.

International Transfer

User information may be transferred to and maintained on computers located outside of Switzerland. If Footballerista transmits data to a country that does not have appropriate data protection, Footballerista takes steps to ensure that appropriate measures and controls are in place to protect the Personal Data by using for example the European Commission's Standard Model Clauses for transfers of personal data outside of the European Economic Area.

Changes to this Privacy Policy

Footballerista may update this Privacy Policy from time to time. We will notify Users of any changes by posting the new Privacy Policy on this page.

Footballerista will let Users know via email prior to the change becoming effective and update the "Last updated" date at the top of this Privacy Policy.

Users are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

This document was last modified in November 2020.