



# PRIVACY POLICY

Dear Customer,

This Privacy Policy provides you with an overview of which personal data Ringier Sports AG (hereinafter referred to as either "Ringier Sports," "we," or "us") and its affiliated companies (hereinafter "Ringier Group") collect about you, how this personal data is processed, and to whom it may be disclosed when you interact with us or we interact with you (e.g., when you use our websites or mobile applications). You will also learn about the rights you have under applicable data protection law and how you can exercise them.

Please review this Privacy Policy regularly to stay informed about what happens with your personal data and how you can exercise your rights.

Some information about us:

## 1. WHO IS RINGIER SPORTS?

We are legally required to inform you who is responsible under data protection law for the processing of personal data described in this Privacy Policy. A data controller is a person or entity who determines whether, for what purposes, and how personal data is processed. For the processing of personal data as described in this Privacy Policy, the data controller is primarily Ringier Sports AG, Flurstrasse 55, 8048 Zurich. Ringier Sports was founded in 2011 and is a subsidiary of Ringier AG (hereinafter "Ringier"). Ringier Sports is thus part of the affiliated companies of Ringier (hereinafter "Ringier Group"). Ringier Sports AG focuses on the marketing, consulting, digitization, and activation of clubs, associations, and organizations, as well as national and international events within the Swiss market.

Other companies may also be jointly responsible for the processing of personal data under this Privacy Policy if they participate in determining the purpose or form of the processing. This could include advertising partners or companies whose tools we integrate into our websites or applications, as well as companies within the Ringier Group. We remain your primary point of contact, even if other joint controllers exist.

## 2. WHO IS RINGIER, AND WHO BELONGS TO THE RINGIER GROUP?

Ringier is an independent Swiss family-owned company founded in 1833. Today, Ringier is an innovative, digital, and diversified media company operating in 19 countries with over 6,400 employees. Based on its 188-year history, Ringier stands for pioneering spirit and individuality, for independence as well as freedom of expression and information diversity.

You can learn more about Ringier here: <http://www.ringier.ch/en/ringier-ag>

## 3. WHAT DOES THE RINGIER GROUP DO?

Ringier currently operates media brands in print, TV, radio, online, and mobile, and is active in the printing, entertainment, and internet sectors.

Within the Ringier Group, various publications such as *Blick*, *SonntagsBlick*, *Schweizer Illustrierte*, *Schweizer Landliebe*, *Handelszeitung*, and *Beobachter* are produced. To see the full portfolio, click here: <https://www.ringier.com/brands/>.



#### **4. WHAT DATA DOES RINGIER SPORTS GENERALLY PROCESS?**

##### **4.1. WHAT ARE PERSONAL DATA AND WHAT DOES "PROCESSING" MEAN?**

Personal data include all information that relates to you and says something about you. For example, this includes your first and last name, postal address, email address, date of birth, phone number, and similar information. Information that cannot be associated with you personally, and therefore not with your identity, is not considered personal data.

Processing encompasses any handling of your personal data. This includes, among other things, the collection, anonymization, storage, management, use, transmission, disclosure, or deletion of your personal data.

##### **4.2. HOW AND ON WHAT LEGAL BASIS DO WE PROCESS YOUR PERSONAL DATA?**

Your trust in our protection of your personal data, and thereby your privacy, is important to us. We would like you to know the following:

We adhere to the principles required by Swiss data protection laws and – where applicable – by the European Union. This means we are transparent with you about which personal data we process for what purposes. We collect your personal data lawfully and process it only when we have a legal basis for doing so. A legal basis can be a contract, your consent, a legal provision, a public interest allowing processing, or a legitimate interest on our part.

With this Privacy Policy, we inform you about the purposes for which we collect your personal data. When we no longer need your personal data and are not legally obligated to retain it, we do not keep it (you can learn more about this in section 4.6).

Further down in section 5, you will learn about your rights regarding your personal data and how to exercise them.

##### **4.3. WHICH PERSONAL DATA IS COLLECTED AT RINGIER SPORTS, WHEN, AND WHY (PURPOSE)?**

We generally collect your personal data whenever there is interaction between you and us. This applies to Ringier Sports products when you:

- become a sponsoring-partner;
- use our streaming platform RED+;
- purchase a Gamepass for a Ringier Sports product, thus entering into a contract with us, or if you already have a Gamepass;
- purchase paid digital offerings;
- participate in a contest, sweepstake, or online raffle;
- subscribe to an email newsletter;
  
- receive advertisements related to our media products and services (direct marketing);
- register for a user account;
- use our websites and applications;



- contact us for suggestions or feedback; or
- visit the publicly accessible areas within our buildings.

#### **A) Sponsorship-Partner**

When acquiring sponsorship partners, selling advertising products, and managing relationships with active sponsorship partners, we typically process the following personal data:

- Salutation (gender)
- Company
- First name
- Last name
- Address
- Email address
- Phone number (landline and/or mobile)
- Date of birth

We process this personal data for the following purposes:

- to acquire new sponsorship partners;
- to fulfill and manage contractual obligations;
- to maintain customer relationships.

To present you with additional offers for products and services within the Ringier Group, we also process the aforementioned personal data for marketing purposes, meaning that we may send you advertisements about other Ringier Group products by mail, phone, email, or SMS (as noted above in section 2). You have the option to object to this processing at any time (see section 5).

#### **B) Streaming Platform RED+**

If you wish to use our streaming platform RED+, you can create a user account and manage your registration through it. The following personal data is collected in this process:

- First name
- Last name
- Email address
- Favorite club

We process this personal data for the following purposes:

- to fulfill and comply with legal obligations;
- to verify access permissions and manage the user account;
- to provide the RED+ streaming platform.
- to send you a newsletter and offers and services from Ringier Sports by email;
- to pass on your data to the associations and leagues of the sport for which you have registered on RED+ so that they can send you their own offers and services by email and use your data for their own purposes as defined in their privacy policies;
- to pass on your data to companies within the Ringier Group so that they can send



you their own offers and services by email and use your data for their own purposes as defined in their privacy policies.

You can object to the use of your data for advertising purposes and the transfer of your data as described above at any time by sending an email to [info@ringiersports.ch](mailto:info@ringiersports.ch) (see section 5 below).

### **C) Gamepass for a Ringier Sports Product**

If you wish to purchase a subscription and therefore enter into a contract with us, you may create a user account to manage your order. The following personal data is collected:

- First name
- Last name
- Email address
- Payment method
- Duration and type of game pass

Payment for the Game Pass is made via the online payment system of the respective payment provider. In this case, personal and payment data is processed directly by the provider of the respective payment system. We do not know or store your payment details. In such cases, please refer to the privacy policy of the respective provider of the online payment system.

Furthermore, we use your data in accordance with section B) above.

### **D) Competition, Contest, Raffle**

If you participate in a competition, contest, or raffle online, we typically collect the following personal data:

- Salutation (gender)
- First name
- Last name
- Year of birth/Date of birth
- Address, including house number, postal code, and city
- Telephone number (landline or mobile)
- Email address
- Bank details (only for prize payout)

We process this personal data for the following purposes:

- to select the winner;
- to publish the winner's personal data;
- to facilitate prize payout.

Please note that some contests are conducted in cooperation with various business partners. As part of these collaborations, additional personal data may be collected and processed, and it may also be shared with the respective cooperation partners.



For further details, please refer to the terms and conditions of the respective contest or the privacy policies of the cooperation partners.

#### **E) Online Tracking and Online Advertising Techniques**

When you use our websites and applications, we and third parties we engage may collect and process various technical data. Examples of such data include IP addresses, the operating system used, the time of use, or device identifiers or codes assigned to your device (PC, smartphone, tablet, etc.) through cookies and similar technologies. We collect and process such data to ensure the functionality and security of the websites and applications, continuously improve and adapt our products and services to meet your needs, identify trends, compile and evaluate statistics on the usage of our digital offerings, and to provide you with an enhanced advertising experience.

#### **F) Other Contact**

If you contact us, for example, to provide suggestions or feedback, we collect the following personal data from you:

- First name
- Last name
- Phone number (optional)
- Email address
- Message

We use this data to address your concerns or suggestions and, if necessary, to communicate with you.

#### **G) Video Surveillance Ringier Media Park**

If you move within the publicly accessible areas of the Ringier Media Park, video recordings will be made at the building's entrance/exit areas and in the garage.

These recordings are made for your protection and that of our employees, as well as for evidence collection in case of incidents. Recordings are retained for a maximum of one week and are not shared with third parties. Disclosure of video recordings may be required by law, for example, to law enforcement authorities or for the investigation and detection of unlawful activities.

#### **4.4. Disclosure of Personal Data to Third Parties**

All personal data collected when you interact with Ringier Sports may be disclosed to the associations and leagues of the sport for which you have registered on RED+ and to companies within the Ringier Group so that they can send you their own offers and services by email and use your data for their own purposes in accordance with their respective data protection regulations.

You may object to this disclosure and processing at any time (see section 5).

Your personal data may also be disclosed to third parties outside of Ringier Sports and the Ringier Group that perform technical or organizational services on behalf of Ringier Sports or any Ringier Group company, which we require for the fulfillment of the above purposes or general business operations. Such service providers may include, for example, hosting



partners,, or delivery organizations. These providers are primarily located in Switzerland and the European Union, but they may be located in any country worldwide. We contractually require these service providers to process your personal data solely on our behalf and according to our instructions, and to ensure protection of your personal data through appropriate technical or organizational security measures.

If you comment on an article on a website or in a mobile application and log in via a user account created with Ringier Sports, Facebook, Apple, or Twitter, you consent to having your first and last name and possibly your location (as specified in your user account, Facebook, or Twitter account) published in connection with your comment. Your comment, along with personal data, may be distributed on third-party websites and indexed by search engines.

There is no further disclosure, transfer, or sale of your personal data to third parties outside the Ringier Group, unless necessary to fulfill a contract you have entered into with Ringier Sports or a Ringier Group company, or you have explicitly consented.

Disclosure of personal data may still be required by law, for example, to law enforcement agencies or for the investigation and detection of unlawful activities.

#### **4.5. Is Your Personal Data Transferred Abroad?**

As explained in section 4.4, we may disclose personal data to third parties who are not necessarily located in Switzerland. Therefore, your data may be processed in Europe and, in exceptional cases, in any country worldwide. This may also occur when the recipient is located in Switzerland, but the data is routed through foreign servers due to internet transmission.

If a recipient, such as one of our service providers, is located in a country without adequate legal data protection, we contractually obligate them to adhere to data protection standards. We use the revised Standard Contractual Clauses of the European Commission, available here, unless the recipient is already subject to a legally recognized framework ensuring data protection, or we can rely on an exemption. Such exemptions may apply in cases of legal proceedings abroad, in instances of overriding public interest, when required for contract fulfillment, if you have consented, or if the data in question is publicly accessible and you have not objected to its processing. Contractual arrangements can partially compensate for weaker or absent legal protection, although not all risks can be eliminated (e.g., government access abroad).

#### **4.6. How Long Do We Process Your Personal Data?**

We process and store your personal data as long as required for our processing purposes, legal retention periods, and legitimate interests, or when technical constraints necessitate storage. A legitimate interest in processing your personal data might exist if we need it as evidence, for enforcing or defending claims (e.g., in legal disputes), or for archival or IT security purposes. Technical constraints might require storage if specific personal data cannot be separated from other data and must be retained together (e.g., in backups).

Generally, we apply the following retention periods, although individual cases may differ:

##### **Subscribers / Participants:**

- Contract and core data of subscribers are retained as legally required for 10 years from the last contract activity or the end of the contract.
- Event participant/contest entrant data is generally retained for 3 months.

##### **Business Partner Data:**



- Contract and core data are retained as legally required for 10 years from the last contract activity or the end of the contract.
- Creditor data is retained for 10 years from the date of collection.

Unless legal or contractual obligations prevent it, we delete or anonymize your personal data after the storage or processing period has ended in line with our standard procedures.

## **5. What Are Your Rights Regarding Your Personal Data?**

Applicable data protection law grants you the right, under certain circumstances, to object to the processing of your data, especially when it is for direct marketing, profiling for direct advertising, and other legitimate interests.

Depending on the applicable data protection law, you may also have the following rights concerning your personal data:

- The right to request information on whether and which personal data we process about you;
- The right to have us correct personal data if it is incorrect;
- The right to restrict the processing of personal data;
- The right to request the deletion of personal data;
- The right to request that we provide certain personal data in a commonly used electronic format or transfer it to another controller;
- The right to withdraw consent where our processing relies on your consent;
- The right to request further information necessary for exercising these rights.

If you wish to exercise your rights concerning your personal data, please contact us in writing at the following address: Ringier Sports AG, Flurstrasse 55, 8048 Zurich. You may also reach us by email at (info@ringiersports.ch). To prevent misuse, we must be able to identify you; therefore, please include a copy of an identity document with your request.

Please note that these rights are subject to conditions, exceptions, or limitations under applicable data protection law (e.g., to protect third parties or trade secrets). In particular, we may need to process and store your personal data to fulfill a contract with you, safeguard our legitimate interests (e.g., in asserting, exercising, or defending legal claims), or comply with legal obligations.

Where legally permissible, especially to protect the rights and freedoms of other individuals or safeguard legitimate interests, we may deny or partially deny a request (e.g., by redacting content that concerns third parties or our trade secrets). We will inform you in specific cases about the requirements, exceptions, and limitations.

If you disagree with how we handle your personal data or your rights regarding it, please let us know. You also have the right to file a complaint with the supervisory authority in the country where you reside or work, or in the location or country where the alleged violation of data protection law occurred.

## **6. How You Can Protect Your Children**

Since children may be less aware of the risks and consequences of processing their personal data and may not know their rights, special protection should be provided concerning their personal data. This is especially important when such data is used for advertising purposes. Therefore, all our terms of participation include age limits and references to protection age.

Information and tips on media usage are available here:



<https://www.jugendundmedien.ch/en/topics/safety-and-data-protection>.

## **7. Data Security**

Ringier Sports operates secure data networks that comply with applicable technical standards. Appropriate technical and organizational measures are taken to protect your personal data carefully against loss, destruction, falsification, manipulation, or unauthorized access.

Although Ringier Sports uses all necessary means to prevent the disclosure of personal data due to data transmission errors and/or unauthorized third-party access, it cannot assume liability for such unwanted events.

## **8. How Can You Contact Us?**

You have several options to contact us:

If you have a data protection-related question, please email us at [info@ringiersports.ch](mailto:info@ringiersports.ch). You are also welcome to send us a letter: Ringier Sports AG, Flurstrasse 55, 8048 Zurich.

For questions about your subscription or another customer relationship with us, email us at [info@ringiersports.ch](mailto:info@ringiersports.ch) or write to Ringier Sports AG, Flurstrasse 55, 8048 Zurich. You can also reach us by phone at 058 269 20 00.

## **9. Legal Basis**

When processing your personal data, we consider not only Swiss data protection law and its regulations but also, where applicable, the General Data Protection Regulation (GDPR) of the European Union.

## **10. Changes and Consent to This Privacy Policy**

Ringier Sports updates this Privacy Policy as needed to reflect new or changing requirements. The current version will be made available to you in an appropriate manner.

The latest version of our Privacy Policy applies as published.

July 9, 2025



# VIDEO RECORDINGS AND LIVE STREAMING AT SPORTS EVENTS

## 1. PURPOSE OF THIS INFORMATION

Video recordings of games take place at this sports facility or venue, which are broadcast live and/or time-delayed via the streaming platform **RED+**.

This data protection information is addressed to all persons present at the sports facility or venue during the recordings, in particular:

- Spectators
- Players, trainers, coaches, and referees
- Employees, as well as security and other personnel

It provides information on how and for what purposes personal data are processed.

## 2. RESPONSIBLE BODY

**Ringier Sports AG**, as the operator of the platform and streaming service **RED+**

Flurstrasse 55  
8048 Zurich  
Switzerland

Email: [info@red.sport](mailto:info@red.sport)

## 3. TYPE OF PERSONAL DATA PROCESSED

Within the scope of the video recordings, the following personal data in particular may be processed:

- Image and video data of persons located within the recording area. Depictions of movement in the image (e.g., positions, movement patterns) of players and referees.
- Situation-related contextual information (e.g., game situation) regarding the match action.

Active players can be identified by their jersey numbers. Otherwise, no targeted identification of individual persons, no facial recognition, and no biometric analysis takes place.

#### **4. TYPE AND SCOPE OF THE RECORDINGS**

The recordings are made using an AI-supported camera that captures the playing field through a panoramic angle and tracks the match action based on the ball or puck.

- The primary purpose is the recording of the match action.
- Persons may be captured if they are located:
  - on the playing field;
  - at the boards/sidelines;
  - in the first rows of spectators;
  - in the immediate vicinity of the playing field (e.g., players' bench, staff areas).
- There is no targeted focusing on individual persons outside of the match action.

#### **5. PURPOSE OF DATA PROCESSING**

The video recordings are processed, in particular, for the following purposes:

- Live streaming and on-demand broadcasting of games via RED+ (web and app).
- Creation and publication of highlights and short-form content.
- Sports reporting and editorial use, particularly on social media.
- Documentation and archiving of games.
- Transfer and provision of content to clubs and associations for their own use.
- Utilization of the recordings within the RED+ analysis software for clubs and teams in a sporting context.
- Commercial utilization in connection with the broadcast, specifically:
  - Sponsoring integration
  - Advertising overlays during the broadcast on RED+
  - Marketing of the streaming service
  - Marketing of the RED+ analysis software
  - Sublicensing to cooperation partners and media partners

#### **6. LEGAL BASIS**

The processing of personal data is carried out on the basis of:

- Legitimate interests in the promotion, transmission, and marketing of sports events (Art. 6 para. 1 lit. f GDPR; Art. 31 para. 1 FADP); and
- Insofar as applicable, the fulfillment of contractual services toward users of the streaming platform (Art. 6 para. 1 lit. b GDPR; Art. 31 para. 2 lit. a FADP).

#### **7. RECIPIENTS AND ACCESS**

Access to the recordings may be granted to:

- Users of the RED+ platform (partially subject to a fee);

- Ringier Sports AG as the operator of the streaming service;
- Technical service providers (e.g., hosting, streaming, or IT partners);
- Associations and clubs.
- Cooperation partners of Ringier Sports AG (sponsors, media partners, etc.
- Users via RED.Sport social media channels (Instagram/TikTok/YouTube)

All service providers employed are contractually obligated to comply with the applicable data protection regulations.

## **8. DURATION OF STORAGE**

The storage period depends on the respective purpose of processing, in particular:

- Duration of the live broadcast;
- Provision as on-demand content;
- Archiving or documentation purposes;
- Use for commercial purposes, sublicensing, and similar (see purposes under Section 5).

Recordings that are no longer required are deleted or anonymized.

## **9. INTERNATIONAL DATA TRANSFER**

The data may also be processed in other countries, particularly within the framework of hosting or streaming infrastructures.

In such cases, an adequate level of data protection is ensured (e.g., through contractual safeguards).

## **10. RIGHTS OF THE DATA SUBJECTS**

Under applicable data protection laws, data subjects have the right, in particular, to:

- Access (Information)
- Rectification (Correction)
- Erasure (Deletion)
- Restriction of processing
- Objection to processing for specific reasons

Data subjects also have the right to lodge a complaint with a competent data protection supervisory authority.

Requests may be directed to the following contact address: [info@red.sport](mailto:info@red.sport)

## **11. NOTICE REGARDING PRESENCE AT THE VENUE**

By being present at this venue, you acknowledge that video recordings may take place to the extent described.

If you do not wish to be recorded in an individual case, we ask that you remain in areas outside the recording range.

## **12. FURTHER INFORMATION**

Further information on data processing in connection with the streaming platform RED+ can be found at: [https://legal.red.sport/RED\\_Datenschutz.pdf](https://legal.red.sport/RED_Datenschutz.pdf)

Version of January 29, 2026

**Ringier Sports AG**, Zurich