

PRIVACY POLICY

Dear Customer,

This Privacy Policy provides you with an overview of what personal data Ringier Sports AG (hereinafter either "Ringier Sports", "we" or "us") and the companies affiliated with Ringier AG (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 when we interact with you (e.g., when you use our websites or mobile applications). You will also learn about your rights under applicable data protection law and how you can exercise them.

Please re-read this Privacy Policy at regular intervals so that you are always up to date regarding what happens to your personal data and how you can exercise your rights.

Some useful facts 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. The data controller under data protection law is whoever determines whether, for what purposes, and how personal data is processed. Regarding the processing of personal data in accordance with this Privacy Policy, this is generally **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 companies affiliated with Ringier (hereinafter "Ringier Group"). Ringier Sports AG focuses on marketing, consulting, digitization, and activation of clubs, associations, and organizations, as well as national and international events in the Swiss market.

When processing personal data in accordance with this Privacy Policy, other companies may be joint controllers if they share decision-making power regarding the purpose or design of the processing. In particular, advertising partners or companies whose tools we integrate into our websites or applications, as well as Ringier Group companies, come into consideration. 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 media enterprise 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, freedom of expression, and diversity of information.

If you would like to learn more about the companies affiliated with Ringier and explore Ringier's other holdings in Europe, Asia, and Africa, please click here:

<http://www.ringier.ch/de/ueber-ringier/facts-figures/beteiligungen-europa>

3. WHAT DOES THE RINGIER GROUP DO?

Today, Ringier operates media brands in print, TV, radio, online, and mobile, and is successfully active in the print, entertainment, and internet businesses. Within the Ringier Group, titles such as *Blick*, *SonntagsBlick*, *Schweizer Illustrierte*, *Schweizer Landliebe*, *Handelszeitung*, *Beobachter*, etc., are produced. To view the entire portfolio, click here: <http://www.ringier.ch/de/portfolio>

4. WHAT DATA DOES RINGIER SPORTS GENERALLY PROCESS?

4.1 WHAT IS PERSONAL DATA AND WHAT DOES "PROCESSING" MEAN?

Personal data is any information that relates to you and says something about you. This includes, for example, your first name and surname, postal address, email address, date of birth, telephone number, and similar information. Information that cannot be linked to your person, i.e., not to your identity, is not personal and therefore not personal data. Processing includes any handling of your personal data. This means, among other things, collecting, anonymizing, storing, managing, using, transmitting, disclosing, or erasing your personal data.

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

Your trust in us to protect your personal data and thus your personality is important to us. We therefore want you to know the following: We comply with the principles imposed on us by the data protection laws of Switzerland and—if and to the extent applicable—the European Union. This means that we transparently explain to you what personal data we process and for what purpose. We only collect your personal data lawfully and process it—where required—if we have a legal basis to do so. A legal basis can be a contract, your consent, a statutory provision, a public interest allowing the processing, or a legitimate interest on our part. With this Privacy Policy, we inform you why we collect your personal data. Once we no longer need your personal data and are no longer legally obliged to retain it, we will cease doing so (you can find out more about this in Section 4.6). You can find out what rights you have regarding your personal data and how to exercise them further below in Section 5.

4.3 WHAT PERSONAL DATA IS COLLECTED BY RINGIER SPORTS, WHEN, AND WHY (PURPOSE)?

We generally collect your personal data whenever you interact with us or we interact with you. In the case of Ringier Sports products, this occurs when you:

- Become a sponsoring partner;
- Use our streaming platform RED+ (web version and app);
- Purchase a game pass for a Ringier Sports product and therefore conclude a contract with us or already have a game pass;

- Purchase paid digital offers;
- Participate in a competition, contest, or raffle (online);
- Register for an email newsletter;
- Receive advertising about our media products and services (direct marketing);
- Register for a user account;
- Use our websites and applications;
- Contact us in another way, e.g., for suggestions or feedback;
- Are present in the publicly accessible areas of our buildings.

A) SPONSORING PARTNERS

During the acquisition of sponsoring partners, sale of advertising products, and customer care for active sponsoring partners, the following personal data is generally processed:

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

We process this personal data for the following purposes:

- To acquire new sponsoring partners;
- To fulfill and execute contractual obligations;
- For customer care.

To offer you further deals for products and services from the Ringier Group, we also process the personal data mentioned above for marketing purposes; this means we send

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you advertising by mail, telephone, email, or SMS regarding additional products from the Ringier Group (see Section 2 above). You have the option to object to this processing at any time (see Section 5).

B) STREAMING PLATFORM RED+

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

- First name
- Surname
- Email address
- Favorite club

We process this personal data for the following purposes:

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

You can object to the use of your data for advertising purposes as well as the sharing of your data at any time by sending an email to info@ringiersport.ch.

C) GAMEPASS FOR A RINGIER SPORTS PRODUCT

If you wish to purchase a subscription and therefore enter into a contract with us, you can create a user account for this purpose and process your order through it. We collect the following personal data from you:

- First name

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- Surname
- Email address
- Payment method
- Duration and type of Gamepass
- Purchase confirmation for in-app purchases

Payment for the Gamepass takes place via the online payment system of the respective payment provider. In this case, the processing of personal and payment data takes place directly through the provider of the respective payment system. We do not know or store your payment data. In such cases, please observe the privacy policy of the respective online payment system provider.

If you purchase the Gamepass directly in the app, processing is handled via the in-app purchase systems of the respective store operators (e.g., Apple App Store or Google Play Store). In this case, the processing of your payment data takes place directly via the store operator. Please observe the privacy policy of the respective store operator in such cases. We only receive a confirmation of the successful purchase to activate your subscription in the app.

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

D) COMPETITIONS, CONTESTS, AND RAFFLES

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

- Title (gender)
- First name
- Surname
- Year of birth / Date of birth
- Address including house number, postal code, and place of residence
- Phone number (landline or mobile number)
- Email address
- Bank details (only for paying out a prize)

We process this personal data for the following purposes:

- To draw the winner;
- Publication of the winner's personal data;
- Payment of a prize.

Please note that certain contests are conducted in cooperation with various business partners. As part of these collaborations, additional personal data may be collected, processed, and potentially passed on to the respective cooperation partner. For further information, please refer to the conditions of participation for the respective contest or the privacy policies of the cooperation partners.

E) PERSONALIZATION OF ONLINE ADVERTISING

When you use our websites and applications, we and third parties engaged by us (e.g., advertising or analytics service providers) collect and process various technical data. We use cookies and similar technologies (e.g., the IAB TCF standard) for this purpose. The collected personal data includes in particular:

- IP address and network data
- Operating system used and browser settings
- Information about the end device (e.g., PC, smartphone, tablet)
- Time and duration of use
- Assigned identification numbers or codes (IDs) that enable recognition of your browser or device.

We process this personal data for the following purposes:

- Ensuring smooth operations and protecting our digital infrastructure.
- Creating statistics and identifying trends to continuously improve our products and services and adapt them to your needs.
- Providing an optimized advertising experience through relevant content and targeted outreach.

Through our Consent Management Platform (CMP), you can decide which cookies to allow upon your first visit and at any time thereafter (link in the footer).

Social Media Plug-ins:

To continuously optimize our online presence and present relevant, interest-based content and advertising to you, we deploy social media plug-ins and pixels on our platforms. These small code elements allow social networks to capture data about your

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interactions with our service—such as pages viewed and clicking behavior—as well as technical information regarding your IP address, browser, and end device. Collection takes place directly through the integration of the plug-ins, with data being transmitted to the respective social networks. Because we share some of this data with platform operators to analyze the effectiveness of our ad campaigns, a "joint controllership" within the meaning of Art. 26 GDPR exists in these instances.

Services from the following providers are currently integrated:

- LinkedIn
- X
- Instagram
- Facebook
- YouTube
- TikTok
- Pinterest
- Snapchat

The collected information is stored only as long as necessary to achieve the stated marketing purposes or until you object to its use. Please note that data processing by social networks is governed by their own privacy policies. You can prevent the use of these plug-ins or adjust your selection at any time via our cookie settings. Details on data processing can be found in the linked privacy policies of the respective social networks.

F) OTHER CONTACT

If you contact us, e.g., to give us suggestions or feedback, we collect the following personal data from you:

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

We use this data to process your request or suggestions and to contact you if necessary.

G) VIDEO SURVEILLANCE AT RINGIER MEDIENPARK

When you move through our publicly accessible areas at Ringier Medienpark, you will be filmed in the entrance/exit areas of the building and the garage, as well as inside the garage. These video recordings are made for your protection as well as for that of our employees, and to secure evidence in the event of incidents. The recordings are kept for a maximum of one week and are not passed on to third parties. Disclosure of video recordings as required by law, for example to law enforcement authorities or to prosecute and detect illegal activities, remains reserved.

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 registered on RED+, as well as to Ringier Group companies, so that they can send you their own offers and services via email and process your data for their own purposes within the framework of their respective privacy policies. You have the option to object to this transfer and processing at any time (see Section 5).

Your personal data may also be disclosed to third parties outside Ringier Sports and the Ringier Group who perform technical or organizational services on behalf of Ringier Sports or a Ringier Group company that we require to fulfill the aforementioned purposes or general business activities. This may be a hosting partner or a delivery organization, for example. These service providers are located predominantly in Switzerland and the European Union, but they can be located in any country in the world. We contractually obligate these service providers to process your personal data exclusively on our behalf and according to our instructions, and to ensure the 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 using a user account created with Ringier Sports, via Facebook, Apple, or Twitter, you also consent to your first name, surname, and, if applicable, place of residence (as specified by you in your user account, Facebook, or Twitter account) being published in connection with your comment. Your comment, including personal data, may be distributed on third-party websites and found on search engines.

No other disclosure, transfer, or sale of your personal data to third parties outside the Ringier Group takes place unless required to execute a contract you have concluded with Ringier Sports or a Ringier Group company, or unless you have expressly consented. Disclosure of personal data as required by law—for example to law enforcement authorities or to prosecute and detect illegal activities—remains reserved.

4.5 DOES YOUR PERSONAL DATA ALSO GO ABROAD?

As explained in Section 4.4, we also disclose personal data to third parties who are not always located in Switzerland. Your data can therefore be processed both in Europe and, in exceptional cases, in any country in the world. This can also be the case if the recipient is in Switzerland, but data is routed abroad due to exchange over the internet.

If a recipient, such as one of our service providers, is located in a country without adequate legal data protection, we contractually obligate this recipient to comply with data protection standards. For this purpose, we use the revised Standard Contractual Clauses of

the European Commission, accessible here, unless such a recipient is already subject to a legally recognized framework to ensure data protection or we can rely on an exception clause. An exception may apply in particular during legal proceedings abroad, but also in cases of overriding public interest or if contract execution requires such disclosure, if you have consented, or if it involves data made generally accessible by you whose processing you have not objected to. Contractual safeguards can partially offset weaker or missing statutory protection, though not all risks can be eliminated (e.g., state access abroad).

4.6 HOW LONG DO WE PROCESS YOUR PERSONAL DATA?

We process and store your personal data for as long as our processing purposes, legal retention periods, and our legitimate interests require, or as long as storage is technically necessary. We may have a legitimate interest in processing your personal data, for example, if we need it for evidentiary purposes to enforce or defend claims (e.g., in legal disputes) or if we keep your personal data for archiving purposes or to ensure IT security. Technical necessity may arise if certain personal data cannot be separated from other data and we must store it together (e.g., in the case of backups).

Generally, the following retention periods apply to us, although we may deviate from them in individual cases:

Subscribers / Participants:

- Contract and master data of subscribers are generally stored for 10 years from the last contract activity or contract end, as required by law.
- Event participant / contest data is generally retained for 3 months.

Business Partner Data:

- Contract and master data are generally stored for 10 years from the last contract activity or contract end, as required by law.
- Creditor data is retained for 10 years from the collection of the personal data.

If there are no opposing legal or contractual obligations, we delete or anonymize your personal data after the expiry of the storage or processing duration as part of 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, particularly for direct marketing purposes, profiling conducted for direct advertising, and other legitimate interests in processing.

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

- The right to request information from us as to whether and which personal data we process about you;
- The right to have personal data corrected if it is inaccurate;
- The right to request the restriction of the processing of personal data;
- The right to request the deletion of personal data;
- The right to demand that we release certain personal data in a common electronic format or transfer it to another controller;
- The right to revoke consent, insofar as our processing is based on your consent;
- The right to receive further information upon request that is required to exercise these rights.

If you wish to exercise your rights regarding your personal data against us, please write to the following address:

Ringier Sports AG, Flurstrasse 55, 8048 Zurich.

You can also contact us by email (info@ringiersports.ch). To prevent abuse, we must be able to identify you. Therefore, please attach a copy of an identity document with your request.

Please note that conditions, exceptions, or restrictions apply to these rights 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, to safeguard our own worthy interests (e.g., in asserting, exercising, and defending legal claims or to comply with legal obligations). As far as legally permitted, especially to protect the rights and freedoms of other data subjects and to safeguard protectable interests, we may therefore also reject a data subject request in whole or in part (e.g., by redacting certain content concerning third parties or our trade secrets). We will inform you about conditions, exceptions, and restrictions in individual cases.

If you do not agree with how we handle your personal data or your rights in this regard, please let us know. You also have the right to lodge a complaint with the supervisory authority of the country where you reside, work, or where the alleged violation of data protection law took place. The Swiss supervisory authority can be reached here: <https://www.edoeb.admin.ch/edoeb/en/home.html>. A list of authorities in the European Economic Area can be found here: https://edpb.europa.eu/about-edpb/board/members_en.

6. HOW YOU CAN PROTECT YOUR CHILDREN

Because children are less aware of the risks and consequences of personal data processing and may not know their rights in this regard, special protection should be provided when it comes to their personal data. This applies in particular to the use of personal data for advertising purposes. You will therefore find corresponding age limits and references to the age of protection in all our terms of participation.

Information and tips on media literacy can be found here:

<https://www.jugendundmedien.ch>

7. DATA SECURITY

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

Although Ringier Sports uses all required means to prevent the disclosure of personal data due to errors in data transmission and/or unauthorized access by third parties, it cannot accept liability for such unwanted events.

8. HOW CAN YOU CONTACT US?

You have various ways to contact us:

If you have a data protection question, you can write us an email at info@ringiersports.ch. You are also welcome to send us a letter: **Ringier Sports AG, Flurstrasse 55, 8048 Zurich.**

If you have a question regarding your subscription or another customer relationship with us, send us an email at info@ringiersports.ch or write us a letter at **Ringier Sports AG, Flurstrasse 55, 8048 Zurich.** You can also reach us by phone at **058 269 20 00.**

9. LEGAL BASES

When processing your personal data, we consider not only the Swiss Data Protection Act and its Ordinance, but also—if and to the extent applicable—the General Data Protection Regulation of the European Union.

10. AMENDMENTS AND CONSENT TO THIS PRIVACY POLICY

Ringier Sports adapts this Privacy Policy to new or changing requirements. The latest version will be made accessible to you in an appropriate place.

The current Privacy Policy published by us applies in each case.

Version 6.0 / July 27, 2026

VIDEO RECORDINGS AND LIVE STREAMING AT SPORTS EVENTS

1. PURPOSE OF THIS INFORMATION

At this sports facility or venue, video recordings of matches take place, which are transmitted live and/or time-delayed via the streaming platform RED+.

This privacy information is aimed at all persons present in the sports facility or venue during recordings, in particular:

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

It informs about how and for what purposes personal data is processed.

2. CONTROLLER

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

Flurstrasse 55

8048 Zurich

Switzerland

Email: info@red.sport

3. TYPE OF PERSONAL DATA PROCESSED

As part of the video recordings, the following personal data in particular may be processed:

- Image and video data of persons present in the recording area
- Representations of movement in the image (e.g., positions, movement sequences) of players and referees
- Situation-related contextual information (e.g., game situations) related to the match action

Active players can be recorded 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 RECORDINGS

Recordings are made using an AI-assisted camera that captures the field of play through a panoramic angle and tracks the action based on the match ball or puck.

The primary purpose is to record the match action.

Persons may be captured if they are located:

- On the field of play,
- Along the boards/sidelines,
- In the first rows of spectators,
- In the immediate vicinity of the field of play (e.g., team bench, staff areas).

There is no targeted focusing on individual persons outside the match action.

5. PURPOSE OF DATA PROCESSING

The processing of video recordings takes place in particular for the following purposes:

- Live streaming and on-demand transmission of matches via RED+ (web and app)
- Creation and publication of highlights and short formats
- Sports reporting and editorial use, particularly on social media
- Documentation and archiving of matches
- Sharing and provision of content to clubs and associations for their own use
- Use of recordings within RED+'s analysis software for clubs and teams in a sports context
- Commercial use in connection with the broadcast, in particular:
 - Sponsoring integration
 - Ad insertions within the framework of broadcasts on RED+
 - Marketing of the streaming service
 - Marketing of RED+'s analysis software
 - Sublicensing to cooperation partners and media partners

6. LEGAL BASES

The processing of personal data is based on:

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

7. RECIPIENTS OF DATA

The following parties may have access to the recordings:

- Users of the RED+ platform (partly subject to a fee)
- Ringier Sports AG as 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 engaged are contractually bound to comply with applicable data protection regulations.

8. DURATION OF STORAGE

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

- Duration of the live transmission
- Provision as on-demand content
- Archival or documentation purposes
- Use for commercial purposes, sublicensing, etc. (see purposes under Section 5).

Recordings that are no longer required will be deleted or anonymized.

9. INTERNATIONAL DATA TRANSFER

Processing of data may also occur in other countries, particularly within hosting or streaming infrastructures.

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An adequate level of data protection is ensured in such cases (e.g., through contractual protective measures).

10. RIGHTS OF DATA SUBJECTS

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

- Access
- Rectification
- Erasure
- Restriction of processing
- Object to processing on special grounds

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

Requests can be directed to the following contact address: info@red.sport

11. NOTICE REGARDING PRESENCE IN THE VENUE

By remaining in this venue, you acknowledge that video recordings may take place to the extent described.

If you do not wish to be recorded in individual cases, please move to areas outside the recording zone.

12. FURTHER INFORMATION

Further information regarding data processing in connection with the streaming platform RED+ can be found at: https://legal.red.sport/RED_Datenschutz.pdf

Version dated January 29, 2026

Ringier Sports AG, Zurich