

## NFL Events Credential Program Privacy Policy

The National Football League and its affiliated entities (together, the “NFL,” “we,” “our,” or “us”) are committed to protecting personal data. This notice sets forth our policies and practices for handling the information we collect and use in relation to the NFL Events Credential Program. It applies to any individual applying through the NFL Events Credential Program for a credential to an NFL game (e.g., Super Bowl) or event (including employees, contractors, third parties and individuals), including through our platform-based credentialing system, excluding credentials for non-NFL events that do not link to or reference this policy. If you are an NFL employee, this notice supplements any employee privacy notice you might have received. For more information about how we collect, use, and disclose personal information in other contexts (e.g., as a fan), please visit the NFL’s online [Privacy Policy](#).

### I. What personal data may we collect about you?

The NFL may collect the following categories of personal data about you:

- **Identifiers:** such as name and any former names; contact details including home address and former addresses, telephone numbers, and email addresses; and other identification information;
- **Personal, educational, and professional information:** such as date of birth, gender, employment information, your employing organization, title and/or working function, and employee identification number, and your affiliation with other organizations related to your request for and use of your credential;
- **Emergency contact data:** such as emergency contact details and names of any next of kin, if you provide this information;
- **Biometric information:** such as fingerprints, face scans, or other characteristics that can be used to establish identity. For example, we may use these tools to facilitate biometric authentication to certain restricted areas;
- **Other information you provide us:** such as communications that you send us and other personal data you may submit or share;
- **Monitoring and security-related information:** such as record images of you, including footage from closed circuit televisions (CCTV) cameras or photographic images for badge issuance or other security or compliance purposes, and information needed to maintain the security of the Super Bowl Stadium & Event Credential Card Program, including for example information related to any noncompliance with the Credential Card Program or other NFL policy;
- **Other image and video-related information:** such as when we or our third-party partners film or photograph you in a public location at an NFL stadium;
- **Electronic activity:** your use of online platforms used to request or manage your credential may generate data, like information about your device such as your Internet Protocol (“IP”) address and device type; and
- **Usage data:** your use of your credential may generate data, like venues and areas accessed, time and date stamps, and recorded access points of when you seek to use a credential.

The above information may be held electronically and/or in hard copy form. The specific personal data we collect from you may depend on your relationship with the NFL and your access privileges for stadiums and events.

## **II. What sources do we collect personal data from?**

The NFL may collect the categories of personal data listed above from the following categories of sources:

- From you directly, such as when you send us your personal data or when you use NFL technology and systems;
- Automatically from you when you use NFL technology and systems or attend the NFL game or event;
- From your employer or an organization on whose behalf you are working at or attending the NFL game or event; and
- When lawful, from third parties in the course of our business activities.

## **III. Why we process your personal data**

The NFL processes your personal data for the following business purposes:

- To maintain and administer the credentialing program, including conducting background checks, where appropriate, and authenticating an individual's identity and any access privileges;
- To protect the security and health and safety of the NFL, its facilities, players, employees, fans, and other individuals;
- To manage the NFL's relationship with you and for related functions including for personnel and administrative purposes;
- Business processes such as maintaining business and statutory records, analysis, audits, forecasts, planning, business continuity, and insurance and risk prevention activities; and
- Compliance with applicable laws and regulations and to enable the NFL to exercise, establish, preserve, and defend its legal rights.

## **IV. Retaining your personal data**

NFL will only retain your personal data for as long as it is relevant to your relationship with the NFL Events Credential Program or as long as reasonably necessary for the NFL to comply with any legal obligation or to fulfill the above-listed purposes. Except where a shorter period is required by law, any biometric data generally will be retained for so long as reasonably necessary for the above-listed purposes, including to facilitate biometric authentication to restricted areas and for the NFL's ongoing security purposes, or three years following your last interaction with the credentialing program.

## **V. Securing your personal data**

We maintain reasonable security measures to safeguard information from loss, theft interference, misuse, unauthorized access, disclosure, alteration, or destruction. We also maintain reasonable procedures to help ensure that such data is reliable for its intended use and

is accurate, complete, and current. You should understand that no data storage system or transmission of data over the Internet or any other public network can be guaranteed to be 100 percent secure, accurate, complete, or current.

As a result, while we strive to protect your information and privacy, we cannot guarantee or warrant the security of any information you disclose or transmit to us and cannot be responsible for the theft, destruction, or inadvertent disclosure of your information.

## **VI. Keeping your personal data up-to-date**

The NFL will take all reasonable steps to ensure that your personal data is kept up-to-date and accurate. From time to time, we may ask you to review and update the personal data we hold. In order for us to keep your personal data up-to-date and accurate, you must also inform us of any changes to the personal data we hold about you such as your name, address, and contact details.

## **VII. Sharing your personal data**

We may share personal data within the NFL, including among affiliates and our credentialing vendors, including Fortress US Inc. and Wicket LLC, to facilitate your access to NFL games and events. In addition, we sometimes may share personal data with third parties, including but not limited to professional advisers, stadiums, insurers, service providers, public bodies, or if we are involved in a merger, business transfer, business reorganization, or similar event. For example, your personal data may be sent to the following categories of recipient for the following reasons:

- To our professional advisers and insurers;
- To competent public corporations, government authorities and law enforcement as may be required by law, including regarding tax, labor, social security and similar matters;
- To our carefully selected service providers appointed from time to time to provide services related to our business and under contract to us. Those service providers will be carefully selected and bound by appropriate contractual protections (such as to use appropriate measures to protect the confidentiality and security of personal data), where required by applicable data protection law;
- If we sell all or part of our business, or make a sale or transfer of assets, or are otherwise involved in a merger or business transfer, or in the unlikely event of bankruptcy, a business reorganization, or similar event, we may transfer your information as part of such transaction;
- To third parties for legal purposes, including to protect the legal rights, safety, and security of the NFL and other persons; to respond to and resolve claims or complaints; to prevent fraud or for risk management purposes; and to comply with or respond to law enforcement or legal process or a request for cooperation by a government or other entity, whether or not legally required;
- As otherwise authorized by you.

## **VIII. Your Rights**

We will honor the rights you have regarding your data in accordance with applicable law.

You may request notice of and access to certain information about our collection and use of your personal data. You may request to know what personal data we have collected about you or that we correct personal data about you that is inaccurate. You may request that we delete your personal data that we collected from you and retained, subject to certain exceptions. You may also withdraw any consent you may have provided. We will not discriminate against you for exercising your rights and choices, although some of the functionality and features available to you, including for example any access you may have to certain designated areas of stadiums or events, may change or no longer be available to you. None of these rights are absolute and there may be circumstances in which we are required or permitted under applicable law not to address your request.

To exercise the rights described above, please submit a verifiable request to our Privacy Portal [here](#) or by using the contact information below. California residents may also exercise their rights under applicable law by calling 1-855-265-6894. We cannot respond to your request or provide you with personal data if we cannot verify your identity or authority to make the request and confirm the personal information relates to you. Once we receive your request, we may verify it by requesting information sufficient to confirm your identity. If you would like to use an authorized agent to exercise your rights, we may request evidence that you have provided such agent with power of attorney or that the agent otherwise has valid written authority to submit requests to exercise rights on your behalf. To appeal any response you receive or submit an inquiry please visit our Appeals and Privacy Inquiry Portal [here](#).

#### **IX. Amendments to this notice**

The provisions of this notice may be altered by the NFL from time to time. Any alteration or addition will be posted on this portal or notified to you in writing, by email or by mail.

#### **X. Contact information**

If you have a concern or a question relating to this notice or your rights, please contact [[NFL CREDENTIALING CONTACT](#)].