



Johan Cruyff Foundation – Privacy Policy

Welcome to the website of the Johan Cruyff Foundation, hereinafter referred to as the '**Cruyff Foundation**' or '**we'/us**'.

Like many other websites, we collect and use personal information that is traceable to individuals. This information is referred to as 'personal data'. The use of personal data is referred to as 'processing'. In this privacy policy, we explain how we handle the personal data of:

- people who apply for a Cruyff Court, a Schoolyard14, or support for a sports project, or who submit another type of request;
- donors and Kids Club members;
- participants in campaigns or events;
- other people whose data is received by the Cruyff Foundation, such as volunteers, partners, sponsors, or representatives of sponsors.

How we obtain personal data

We obtain personal data in a number of ways, one of which is via provision by the data subjects themselves, for instance when applying for a Cruyff Court or submitting another type of application, when making a donation, when participating in a Cruyffie's competition, when joining the Cruyffie's Kids Club or when registering for an event. We also store data during correspondence about possible collaborations (e.g. a potential sponsor, partner, or supplier), as well as when people register as a volunteer with us.

We also obtain data via third parties such as the service providers Kentaa, Mollie, and Mylaps, e.g. when you make a donation, register as a volunteer, or participate in one of our sports events.

If you fill in a form on our website, all fields marked with an asterisk (*) must be filled in. Without this data, we may be unable to fulfil certain obligations. We sometimes refer you to the websites of our partners or other third parties. Any such links are clearly indicated. You can find out how these parties process your data via their own privacy policies.

We process the following data, among other types: contact details (name, full address, e-mail address), date of birth, parents' names (if required), IBAN, marketing preferences, and telephone number.

Lawful grounds for use of personal data

We are permitted to process your data in keeping with the lawful grounds stipulated in the GDPR if:

- you have given consent for us to do so;
- processing is necessary in order to perform a contract to which you are a party or in order to prepare a contract prior to your entering into it;
- processing is necessary in order to comply with legal obligations;
- processing is necessary in order to protect your vital interests (in exceptional cases);
- processing is necessary in order to perform a task carried out in the public interest;
- processing is necessary for the purposes of our legitimate interests or the legitimate interests of an organisation with which we share or could share your personal data.

What are 'legitimate interests'?

Legitimate interests are highly varied in nature. The Cruyff Foundation's legitimate interests include marketing, advertising, boosting the organisation's brand recognition, communication, IT management and security, research and analysis of the organisation's own products or services, day-to-day operations, legal affairs, internal management, etc.

Purposes and principles of personal-data processing

We process your personal data for the specific purposes described below in keeping with the specified legal grounds applicable:

- to respond to applications (e.g. applications for a Cruyff Court or applications to join the Cruyffie's Kids Club) (lawful grounds: the performance of a contract);
- within the framework of a collaboration agreement that you agree to in order to become a partner (lawful grounds: the performance of a contract);
- to offer, organise, and complete prize draws and competitions (lawful grounds: our legitimate interests and the performance of a contract);
- to process donations (lawful grounds: our legitimate interests and the performance of a contract);
- to offer, organise, and process applications for events (lawful grounds: our legitimate interests and the performance of a contract);
- for marketing and advertising purposes, including sending newsletters, via our website, telemarketing, and targeted Facebook advertising (lawful grounds: our legitimate interests and based on your consent (for all aspects for which consent is mandatory));
- based on your representation of a company or organisation with whom we have entered into a contract or with whom we are organising an event (lawful grounds: the performance of a contract);



- to provide you with information about or raise awareness of the work performed by the Cruyff Foundation (lawful grounds: our legitimate interests).

Sharing personal data with third parties

Your personal data can be shared with:

- service providers who process donations on our behalf, such as Kentaa (lawful grounds: our legitimate interests);
- parties who assist us within the scope of our services but are not processors (e.g. accountants and legal/other advisers) (lawful grounds: our legitimate interests);
- authorities upholding the law, including investigating bodies or other third parties (lawful grounds: compliance with legal obligations).

Your data will only be provided to the aforementioned third parties if this is permitted by law.

Some third parties that we engage qualify as 'processors' (e.g. hosting services or parties responsible for the organisation and/or execution of special offers or research). Agreements are made with these processors in full compliance with all applicable legal requirements.

Children

For the purposes of the Cruyffie's Kids Club and Cruyffie's competitions, school assignment requests, and events organised for children, we also process personal data of children under the age of 16. For this purpose, we generally request consent from the child's parents or legal guardians. If a parent or legal guardian wishes to withdraw consent for the processing of this data, then you can send an e-mail to kidsclub@cruyff-foundation.org. The data-processing activities in question will cease from that moment onwards.

Profiling and cookies

Cruyff Foundation can share your e-mail address with Facebook to allow Facebook to see whether you have a Facebook account and to enable them to show you targeted advertisements via Facebook Custom Audiences whenever you use Facebook. We do this based on our legitimate interests, and as we explain below, you have the right to object to this. We also use cookies. Some cookies and similar technologies can assign or collect unique cookie IDs or other identifiers. This enables data to be collected while you make use of the website or apps or if you have them running on your device in the background. This data is stored in a completely anonymous form. You can find more information about our cookie use at <https://www.cruyff-foundation.org/cookies>.

Transfer of data outside the EEA

[Check: are personal data stored outside the EEA? If so, then indicate the guarantees in place for this purpose (we can do this).]

Your rights, including the right to object

You have the right to know what personal data we store concerning you and for what purposes we store this data, as well as the right of access to this data and the right of rectification if necessary. If you have given consent, then you are free to withdraw consent at any time, from which point onwards the data-processing activities in question will cease. Furthermore, in certain cases, you have the right to object against data-processing activities relating to direct marketing and activities based on the legal grounds of legitimate interests, and you also have the right to submit a request to limit the use of your personal data, to have your personal data erased, or to transfer your personal data (data portability). You also have the right to submit a complaint to the Dutch Data Protection Authority. You can only exercise these rights to the extent specified by applicable legislation.

The aforementioned rights can be exercised by submitting a request to Stichting Johan Cruyff Foundation, Olympisch Stadion 5, 1076 DE Amsterdam, +31 (0)20 3057766, info@cruyff-foundation.org, www.cruyff-foundation.org. We reserve the right to reject any requests submitted provided this is permitted by law.

Data protection

We have taken appropriate technical and organisational measures to protect your personal data against any unauthorised or unlawful processing, loss, destruction, damage, amendment, or publication. If you feel that your data is not being adequately protected, then please contact info@cruyff-foundation.org.

Retention period

In principle, we do not store your personal data for any longer than is necessary for the purposes for which they have been obtained or in order to comply with our legal obligations. In general, this means that your data will be stored provided one of the following situations applies:



- Your data is required because you are a member of the Cruyffie's Kids Club; because a collaboration relating to a Cruyff Court, Schoolyard14, or sports project is still ongoing; because you are a partner or donor; or because we are providing services to you in another capacity.
- Your personal data is required in order to protect and defend our rights and property (normally for the applicable statutory retention period).
- We are obliged to store your personal data in compliance with applicable legislation, e.g. tax law, in which case a period of seven years following completion of our relationship with you often applies.

Amendments to this privacy policy

We reserve the right to unilaterally amend or supplement this privacy policy. If required, we will announce any such amendments.

Contact the Cruyff Foundation

If you have any questions or comments concerning this privacy policy and/or the processing of personal data, then you can contact us via Stichting Johan Cruyff Foundation, Olympisch Stadion 5, 1076 DE Amsterdam, +31 (0)20 3057766, info@cruyff-foundation.org, www.cruyff-foundation.org.

This privacy policy was last amended on the 31st of May 2018.