

COOKIE POLICY

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This Cookie Policy explains how United Football Club ("United FC", "we", "us") uses cookies and similar tracking technologies on our website (united-site.utdfc.ae), and how you can manage your preferences. This Policy should be read together with our Privacy Policy.

1. WHAT ARE COOKIES

Cookies are small text files placed on your device when you visit a website. They allow the site to recognise your device and remember certain information about your visit, such as your preferences and actions on the site.

2. TYPES OF COOKIES WE USE

Category	Purpose	Consent Required
Strictly Necessary	Enable core site functionality, security, and ticketing checkout flow	No — required for the site to function
Performance / Analytics	Understand how visitors use our site (pages viewed, time on site) to improve content	Yes
Functional	Remember your language preference (English/Arabic) and display settings	Yes
Marketing / Social Media	Enable social media embeds (YouTube, Instagram, TikTok) and measure promotional campaign performance	Yes

3. THIRD-PARTY COOKIES

Some cookies on our site are placed by third-party services we use, including:

- Social media platforms (YouTube, Instagram, TikTok) — for embedded video and social content
- Our ticketing partner, Platinumlist — when you are redirected to purchase tickets
- Website analytics providers — to help us understand site usage

These third parties may set their own cookies subject to their own privacy and cookie policies, which we encourage you to review.

4. MANAGING YOUR COOKIE PREFERENCES

When you first visit our website, you will be shown a cookie consent banner allowing you to accept, reject, or customise non-essential cookies. You may change your preferences at any time by clicking the "Cookie Settings" link in the website footer. You can also manage or disable cookies through your browser settings; please note that disabling certain cookies may affect the functionality of our website.

5. HOW LONG COOKIES ARE RETAINED

Cookie Type	Typical Retention
Session cookies (strictly necessary)	Deleted when you close your browser
Analytics cookies	Up to 26 months
Functional preference cookies	Up to 12 months
Marketing/social media cookies	As set by the relevant third-party provider

6. UPDATES TO THIS POLICY

We may update this Cookie Policy from time to time to reflect changes in the cookies we use or for legal or regulatory reasons. Please check this page periodically for updates.

7. CONTACT US

If you have any questions about our use of cookies, please contact us at info@utdfc.ae.