

PRIVACY POLICY

24 August 2026 · Version 1.0

United Football Club ("United FC", "the Club", "we", "us", or "our") respects your privacy and is committed to protecting the personal data of our fans, supporters, players, website visitors, and other individuals who interact with us. This Privacy Policy explains what personal data we collect, why we collect it, how we use and protect it, and what rights you have in relation to it.

This Policy is issued in accordance with UAE Federal Decree-Law No. 45 of 2021 on the Protection of Personal Data ("UAE PDPL") and applicable UAE Pro League regulations governing club marketing and fan engagement.

1. WHO WE ARE

Data Controller	UNITED LIONS SPORTS SERVICES L.L.C, operating as United Football Club
Registered Address	Office G1A, Dubai Sports City
Privacy Contact	UNITED LIONS SPORTS SERVICES L.L.C
Contact Email	info@utdfc.ae
Regulator	UAE Data Office

2. PERSONAL DATA WE COLLECT

2.1 Website Visitors

- Technical data: IP address, browser type, device information, pages visited, and session duration, collected via cookies and similar technologies (see our Cookie Policy)
- Contact form submissions and general enquiries
- Newsletter sign-up details (name and email address)

2.2 Fans and Supporters

- Full name, date of birth, nationality, gender
- Mobile number and email address
- Ticket purchase and matchday attendance history (processed jointly with our ticketing partner, Platinumlist)
- Survey responses submitted following home matches
- Participation records for community events, open days, and academy activities
- Marketing communication preferences

2.3 Academy and Youth Programme Participants

- Name, date of birth, and guardian contact details
- Parental/guardian consent records
- Participation and attendance records

3. HOW AND WHY WE USE YOUR DATA

Purpose	Legal Basis
Operating and improving the Club website	Legitimate interest / consent (cookies)
Responding to enquiries submitted via the website	Consent / performance of a request
Sending newsletters and promotional communications	Consent — you may withdraw this at any time
Processing ticket purchases (via Platinumlist)	Performance of a contract
Conducting post-match satisfaction surveys	Consent
Maintaining the Club's fan database and reporting to UAE Pro League	Legal/regulatory obligation and consent
Academy and youth programme administration	Parental/guardian consent
Compliance with UAE Pro League Club Licensing Regulations	Legal obligation

We do not use one consent to cover multiple purposes. For example, agreeing to receive Club news does not automatically mean your data will be used for marketing by any affiliated business (such as padel or hospitality operations) — that requires a separate, clearly labelled consent.

4. HOW WE SHARE YOUR DATA

- UAE Pro League — for fan data and survey reporting as required under Club Licensing Regulations
- UAE Football Association — for player registration and eligibility purposes, where applicable
- Platinumlist — our third-party ticketing partner, which processes ticket purchase data under its own privacy terms
- Service providers acting as data processors on our behalf (CRM hosting, IT support, email/newsletter platforms), under written data processing agreements
- Law enforcement or regulators, where legally required

We do not sell your personal data to third parties.

5. INTERNATIONAL DATA TRANSFERS

Where personal data is stored or processed outside the UAE (for example, by a cloud-hosted CRM or ticketing provider), we take steps to ensure such transfers are subject to appropriate safeguards consistent with the UAE PDPL, including contractual protections with our service providers.

6. DATA RETENTION

Data Category	Retention Period
Active fan/supporter profile	Duration of relationship, plus [3] years after last interaction
Matchday survey responses	[2] years, retained in aggregated/anonymised form thereafter
Newsletter subscription data	Until you unsubscribe or withdraw consent

Website analytics data	As set out in our Cookie Policy
Academy/youth participant records	As required for safeguarding and regulatory purposes

7. YOUR RIGHTS

Under the UAE PDPL, you have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate or incomplete data
- Request deletion of your data, subject to our legal retention obligations
- Object to or restrict certain processing, including profiling used for marketing
- Withdraw consent at any time, without affecting the lawfulness of processing carried out before withdrawal
- Lodge a complaint with the UAE Data Office

To exercise any of these rights, please contact us at info@utdfc.ae. We will respond within the timeframe required by applicable law.

8. CHILDREN'S DATA

Where we process the data of individuals under 18 (for example, academy and youth players), we obtain verifiable consent from a parent or legal guardian, limit data collection to what is necessary for participation and safeguarding purposes, and apply additional access restrictions to protect such data.

9. DATA SECURITY

We implement appropriate technical and organisational measures to protect personal data against unauthorised access, loss, misuse, or disclosure, including access controls, encryption in transit, and regular review of system access. In the event of a data breach that poses a risk to your rights, we will notify the UAE Data Office without undue delay and, where required, inform affected individuals directly.

10. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable law. The "Effective date" at the top of this page indicates when it was last revised. We encourage you to review this page periodically.

11. CONTACT US

If you have questions about this Privacy Policy or how we handle your personal data, please contact us at info@utdfc.ae.