

COOKIE POLICY

BEYOND Hospitality Group Ltd (“**BEYOND Hospitality**”) may set and access BEYOND Hospitality cookies on your computer.

WHAT ARE ‘COOKIES’?

Cookies are small pieces of information that are stored by your browsers on your computer's hard drive. They are often used as a mechanism for websites to remember things that a website browser has done there in the past, for example, clicking on particular buttons, logging in, or having read pages on that site months or years ago.

HOW DOES BEYOND HOSPITALITY USE COOKIES?

In common with many other website operators, we use cookies on our website. We use them to enrich your experience of using the website by allowing us to tailor what you see to what we have learned about your preferences during your visits to the site. Our cookies are also used to enable us to develop our website to reflect our customers interests by noting who has seen which pages and advertisements, how frequently particular pages are visited and determining the most popular areas of our website. We and carefully selected third parties also use cookies to show you more relevant advertising online.

In general, we use the following types of cookie:

STRICTLY NECESSARY COOKIES: These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use the shopping cart feature when buying match tickets, hospitality etc.

ANALYTICAL/PERFORMANCE COOKIES: These allow us to recognise and count the number of visitors and see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users can find what they are looking for easily.

FUNCTIONALITY COOKIES: These are used to improve the functional performance of the website and make it easier for you to use. For example, they are used to remember that you have previously visited the website and asked to remain logged in to the website.

TARGETING COOKIES: These cookies record your visit to our website and your browsing habits, such as the pages you have visited and the links you have followed. They are used to deliver advertising which is more relevant to your interests and also may be used to limit the number of times that you see an advertisement. They may be placed by us or by advertising networks with our permission. Please note,

these cookies do not contain any of your personal information. For details on how to manage cookies and how to opt out of targeted marking see below.

TRACKING COOKIES: these allow us to record data about the user of that specific browser, such as your actions on a site, browsing activity, purchases and preferences, IP address and geographical location, and the like. We will not use tracking cookies without your prior consent.

USE OF GOOGLE ANALYTICS

This website uses Google Analytics, a web analysis service of Google Inc. (“Google”). Google Analytics uses “cookies”, which are text files placed on your computer, to help the website analyse how users use the site. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there. However, if IP anonymization is activated on this website, Google will reduce your IP address within Member States of the European Union or in other states party to the Agreement on the European Economic Area beforehand. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide the website operator with further services associated with website and Internet use.

The IP address transmitted by your browser in the context of Google Analytics is not merged with other Google data.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by Google by downloading and installing the browser plug-in available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>.

This website uses Google Analytics with the extension “_anonymizeIp()”. As a result, IP addresses are further processed in abbreviated form, so that a personal relationship can be ruled out. As far as the data collected about you is personal, it will be excluded immediately and the personal data will be deleted immediately.

We use Google Analytics to analyse and regularly improve the use of our website. It allows us to improve our offering and make it more interesting for you as a user. For the exceptional cases in which personal data is transferred to the USA, Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

(1) Third party information: Google Dublin, Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001. user conditions:

<http://www.google.com/analytics/terms/de.html>, Overview of data protection:
<http://www.google.com/intl/de/analytics/learn/privacy.html>, as well as the data protection declaration:
<http://www.google.de/intl/de/policies/privacy>.

User conditions and privacy policy Google

(2) This website also uses Google Analytics for a device-independent analysis of visitor flows that is carried out via a user ID. You can deactivate the cross-device analysis of your usage in your customer account under "My data" and "Personal data".

MARKETING COOKIES: can tell us if you have seen a specific advert, and how long it has been since you have seen it. This information allows us to measure the effectiveness of our online advertising campaigns and control the number of times you are shown an advert so it does not become too repetitive. We also use cookies to measure the effectiveness of our marketing communications, for example by telling us if you have opened a marketing email that we have sent you.

MANAGING COOKIES

You can manage cookies by activating the setting on your internet browser that allows you to refuse, restrict or block the setting of all or some cookies. Please refer to the instructions or the online help files available via your relevant browser if you wish to manage cookies in this way. Alternatively, please visit www.allaboutcookies.org for further information. To manage cookies relating to targeted advertising activities, you can visit www.youronlinechoices.com. To opt-out of being tracked by Google Analytics across all websites you can visit tools.google.com/dlpage/gaoptout.

Please note, if you refuse cookies this may mean that you can't use some of the additional features of our website and may not be able to access certain parts of the website.

CHANGES TO THIS COOKIES POLICY

We aim to meet high standards and our policies and procedures are, therefore, constantly under review. From time to time we may change how we use and place cookies. Accordingly, we recommend that you check this page periodically in order to review our current policies and practices.