

## PRIVACY NOTICE – THE LAST STAND (LONDON 2026)

Last updated: 1 April 2026

### 1. Tournament Organiser

On behalf of The Last Stand, a culture-led street football competition platform, TEAM Marketing AG (“**TEAM**”) is the organiser of The Last Stand street football tournament (the “**Tournament**”). TEAM is the data controller responsible for your personal data. TEAM can be contacted via the following email address:

Email: [dataprotection@team.ch](mailto:dataprotection@team.ch)

This Privacy Notice explains how your personal data is collected and used in connection with the Tournament website and Tournament registrations.

### 2. Definitions

For the purposes of this Privacy Notice:

**TEAM** means TEAM Marketing AG (also referred to as “we”, or “us” in this Privacy Notice).

**Cookies** means the small files that may be placed on your Device containing the details of your browsing history on a specific website.

**Device** means any device that can access the Service (such as a computer, a mobile phone or a digital tablet).

**Internet** means the network of interconnecting computer systems or other electronic devices making use of TCP/IP software protocols (or any equivalent or replacement protocols) known as the internet or the world wide web, regardless of the communications link or device used to connect the user to such network.

**Personal Data** means any information that relates to an identified or identifiable individual.

**Services** refers to the website operated the URL <https://laststand.world> and the Tournament registration platform.

**Service Provider** means any third party engaged by TEAM to facilitate the Services or to perform services related to the Services.

**Usage Data** means data collected automatically, generated either by the use of the Services or from the Services infrastructure itself (for example, the duration of a page visit).

**User** means any individual or entity accessing or using the Services (also referred as “you” or “your” in this Privacy Notice).

### 3. Data Collection

When you register for the Tournament, TEAM may collect the following personal data:

- first name, last name, date of birth, gender;
- contact details (e.g., telephone number, email address);
- team name; and
- marketing preferences (if opted in).



#### 4. Usage Data

Usage Data may be collected automatically when you use the Services, such as your Device's Internet protocol address, browser type/version, the page visited, the time and date of your visit, the time spent on each page, unique Device identifiers and other diagnostic data.

When you access the Services via a mobile Device, we may collect certain information automatically, such as the type of Device you use, your Device's unique ID, the IP address of your Device, the type of Internet browser you use, unique Device identifiers and other diagnostic data.

We may also collect information that your browser sends whenever you access the Services.

#### 5. Tracking Technologies and Cookies

We may use Cookies and similar tracking technologies to track the activity on the Services and to store certain information. Tracking technologies used may include beacons, tags, and scripts to collect and track information and to improve and analyse the Services. Users should be aware that:

- **Cookies or Browser Cookies:** You can instruct your browser to refuse all Cookies or to indicate when a Cookie is being sent; and
- **web beacons:** Certain sections of the Services may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit TEAM, for example, to count Users who have visited those pages and for other related website statistics (for example, recording the popularity of a certain section and verifying system and server integrity).

Cookies can be "persistent" or "session" Cookies. Persistent Cookies remain on your Device when you go offline, while session Cookies are deleted as soon as you close your web browser. We may use both session and persistent Cookies for the purposes set out below:

- **Necessary/Essential Cookies**  
Type: Session Cookies  
Administered by: TEAM  
Purpose: To provide you with services available through the Services and to enable you to use some of its features. Without these Cookies, we may not be able to provide the services that you have asked for.
- **Cookies Policy/Notice Acceptance Cookies:**  
Type: Persistent Cookies  
Administered by: TEAM  
Purpose: To identify if Users have accepted the use of Cookies on the Service
- **Functionality Cookies**  
Type: Persistent Cookies  
Administered by: TEAM  
Purpose: To remember choices you make when you use the Service (to provide you with a more personal experience and to avoid you having to re-enter your preferences every time you use the Services)

You may block Cookies by activating the setting on your browser that refuses Cookies. If you choose to block all Cookies, it may limit your use of certain features and functions on the Service. Unless you have adjusted your browser settings to refuse Cookies, our system may automatically issue Cookies as soon as you visit the Services. You may withdraw your consent at any time by deleting your Cookies through your browser settings.



## 6. Data Use

TEAM may use your personal data to:

- contact you;
- register you for the Tournament;
- organise teams and matches;
- communicate important Tournament information (e.g., dates and match schedules); and
- ensure eligibility (e.g., age categories)

We may share your personal information in the following situations:

- with Service Providers: we may share your personal information with Service Providers to monitor and analyse the use of our Service, to contact you;
- with affiliates: we may share your information with our affiliates, in which case we will require those affiliates to honour this Privacy Notice. Affiliates include our parent company and any other subsidiaries, joint venture partners or other companies that we control or that are under common control with us;
- with business partners: we may share your information with our business partners to offer you certain products, services or promotions;
- with other users: when you share personal information or otherwise interact in the public areas with other users, such information may be viewed by all users and may be publicly distributed outside; and
- with your consent: we may disclose your personal information for any other purpose with your consent.

TEAM will not sell your personal data.

## 7. Legal Basis

TEAM will process your personal data on the following legal basis:

- in the performance of a contract – to organise and manage your participation in the Tournament; and
- legitimate interests – to ensure the smooth running of the Tournament.

Where applicable (e.g., in relation to marketing- or media-related use), TEAM will rely on consent (which you may withdraw at any time).

## 8. International Transfers

If TEAM uses third-party service providers outside the UK, it will ensure appropriate safeguards are in place (e.g., standard contractual clauses).

## 9. Data Retention

TEAM will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy and to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

TEAM will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of the Service, or we are legally obligated to retain this data for longer time-periods.



## 10. Your rights

Under applicable UK data protection law, you have the right to:

- access your personal data;
- request correction of inaccurate data;
- request deletion of your data;
- object to, or restrict, processing; and
- withdraw consent (where applicable).

To exercise your rights, contact TEAM via the email address noted above.

## 11. Data security

TEAM will take appropriate technical and organisational measures to protect your personal data, including secure systems and restricted access.

## 12. Complaints

If you have concerns about how TEAM handles your data, you can contact it via the email address noted above. You also have the right to lodge a complaint with the UK Information Commissioner's Office (ICO): <https://www.ico.org.uk>

## 13. Photos and Videos

TEAM (and its third-party service providers and Tournament partners may take photos or videos during the Tournament for promotional purposes. Your image will only be used if you have provided consent.

## 14. Marketing Communications

If you opt in, TEAM may send you information about future The Last Stand events. You can unsubscribe at any time.

## 15. Children's Privacy

If participants are under 18, parental consent will be required.

## 16. Links to other Websites

The Service may contain links to other websites that are not operated by us. If you click on a third-party link, you will be directed to that third party's website. We recommend that you review the Privacy Policy of every website you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party websites or services.

## 17. Changes to this Privacy Notice

We may update our Privacy Notice from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

We will let you know via email and/or a prominent notice on the Service, prior to the change becoming effective and update the "last updated" date at the top of this Privacy Notice.

You are advised to review this Privacy Notice periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.