

EVENT TICKET SALE TERMS AND CONDITIONS

Please read this document carefully as the terms below apply to your use of a Ticket.

In particular, we ask you to note the following:

- **This Match is organised and promoted by Soccer Aid Productions Limited (the Promoter), and your contract for the purchase of your Ticket is with the Promoter. You are purchasing the Ticket through the Promoter's agent, The Way Ahead Group Limited (trading as SEE) (the Agent). London Stadium 185 Limited (the Host) is the operator of the Ground. The Agent is not responsible to you for the fulfilment of the Promoter's obligations under these Ticket T&Cs but may correspond with you on the Promoter's behalf.**
- **The Promoter is unable to give any guarantees that the Match will take place at a particular time or on a particular date or that any particular celebrity/ex-professional footballer shall take part in the Match. The Promoter shall use reasonable endeavours to publicise any change to the time and/or date of the Match. In the event of the postponement, rescheduling or abandonment of the Match, Ticket Holders shall be entitled to attend any such re-arranged Match or (subject to certain conditions) Purchasers shall be entitled to a refund. Please see clause 2 of the terms and conditions for details.**
- **Each Ticket is issued for the sole use of, and is personal to, the Ticket Holder. The limited circumstances in which a purchaser may allow another individual to use his/her Ticket is set out in clause 3 of the terms and conditions.**
- **In certain circumstances, the Promoter (whether itself or acting through the Agent or Host) has the right to do any of the following: (i) to eject from, or refuse entry to the Ground (ii) suspend or ban an individual from purchasing Tickets (iii) terminate the Ticket purchase and/or (iv) inform the police or other relevant authorities. The circumstances include (a) breach (or suspected) breach of these Ticket T&Cs (b) a prohibition from entering the Ground or any other sporting venue (c) instances of abusive, dangerous or other unacceptable behaviour and/or (d) resale or attempted resale of Tickets other than in accordance with these Ticket T&Cs. Please read clause 7 of the terms and conditions for full details.**
- **The Promoter will not be obliged to make any refund to any Purchaser in respect of any ejection from or refusal of entry to the Ground or in respect of any Ticket which is suspended or withdrawn in accordance with the provisions of these Ticket T&Cs.**
- **Please read clause 10 of the terms and conditions for details as to how your personal data will be handled.**

The terms and conditions overleaf contain the full terms and conditions including further details on each of the above points.

The following terms and conditions (the “**Ticket T&Cs**”) apply to all purchases of Tickets (as defined below). Before purchasing a Ticket, please ensure that you have read these Ticket T&Cs carefully. By purchasing a Ticket, you acknowledge that you have read, understood, accepted and agree to be bound by and to comply with these Ticket T&Cs.

Defined terms used in these Ticket T&Cs shall have the meanings ascribed to them in clause 13 below.

1. **Purchase and Issue**

- 1.1. Certain Tickets may be designated as being available for purchase only by individuals meeting certain criteria. By applying to purchase one or a number of Tickets, you hereby warrant and represent that you (i) meet any applicable criteria, and (ii) that the personal details you have provided are true and accurate. Tickets are sold subject to any sales criteria applicable to the Match which shall be published on the Website in advance of each Match.
- 1.2. By applying to purchase one or a number of Tickets, you are making an offer to the Promoter. A contract for the supply of a Ticket and any associated benefits shall be created when the required payment has been received by the Agent on the Promoter’s behalf and the Agent has issued the relevant Ticket. An email confirmation will be sent to the individual whose account was used to purchase the Ticket(s). Any individual purchasing a Ticket for a Ticket Holder other than themselves shall be deemed to be acting with the authority of each such Ticket Holder, including the authority to agree to these Ticket T&Cs on such third party’s behalf.
- 1.3. The price payable for each Ticket shall be as set out on the Website or as otherwise notified by the Promoter (or the Agent acting on its behalf) from time to time. Booking fees may apply. Unless expressly stated otherwise, all prices are inclusive of VAT. The Promoter always tries to ensure that pricing and Ticketing information provided by the Promoter or Agent is correct, but errors may occur. Upon the Promoter becoming aware of any pricing or product description error in relation to any Ticket which has been purchased, the Promoter will endeavour to inform (or arrange for the Agent to inform) the Purchaser as soon as reasonably practicable using the contact details provided to the Promoter or Agent. The Purchaser will have the option of reconfirming the order at the correct price/product description or cancelling the order. If the Promoter or Agent is unable to contact the Purchaser having made reasonable attempts to do so, the Promoter (or the Agent acting on its behalf) will treat the order as cancelled. If the order is cancelled or treated as cancelled pursuant to this clause 1.3, the Promoter (or the Agent acting on its behalf) will provide a full refund to the Purchaser using the payment details provided (including any booking fees incurred) provided the Ticket (if already issued) is returned to the Agent. If valid payment details have not been provided, no further action will be taken by the Promoter or Agent.
- 1.4. Additional requirements for the purchase of certain classes of Tickets are as follows:
 - a. a child is classed as a person under the age of 16 for this fixture (15 and under);
 - b. anybody aged under 14 may not enter the Ground unless accompanied by an adult aged 18 or over;
 - c. all ticket holders, including Children aged 0-15, must be in possession of a valid Ticket for the Match they are attending; and
 - d. for children under 16, his/ her parent(s) and / or legal guardian(s) shall, in addition to the Purchaser, be responsible for the child’s actions, conduct and compliance with the Ticket T&Cs and the Ground Regulation.
- 1.5. While Tickets will generally be distributed to the Purchaser prior to the Match, if notified by the Promoter or Agent, the Purchaser/Ticket Holder may be required to collect their Tickets in person at the box office in order to enable the Promoter or Host (or the Agent acting on its behalf) to verify identification or other details regarding the Purchaser’s order.

- 1.6. Neither the Promoter nor the Agent shall have any liability to any Purchaser or Ticket Holder for any non-delivery or late delivery of any Tickets, documents or other materials dispatched by the Promoter or Agent to the Purchaser and/or Ticket Holder resulting from the actions, omissions, malfunctions or interruptions of any postal services or incomplete or inaccurate personal details or addresses provided to the Promoter or Agent. Should any such items purchased not arrive in the post by seven (7) days before the Match, and neither the Promoter nor Agent has notified the Purchaser or Ticket Holder that the Tickets should be collected in person, the Purchaser should contact the Agent immediately.
- 1.7. The Promoter (acting through its Agent) shall be entitled to require that additional information and/or documentation be submitted to the Agent at any time should the Promoter (acting through its Agent) deem it necessary in order to verify the Purchaser's and/or individual Ticket Holder's identification and/or other information with regards the Purchaser's Ticket purchases. The Purchaser and individual Ticket Holder shall cooperate with the Agent in connection with the same.

2. **Changes to Order, Changes to Match Dates and Refunds**

- 2.1. Once purchased, a Purchaser shall not be entitled to change their Ticket(s), save that a concessionary Ticket can be upgraded to a non-concessionary or different concessionary category Ticket, subject to availability and payment of the price difference between the original and upgraded Ticket. Such an upgrade can be arranged by contacting Supporter Services no later than 24 hours before the Match kick-off time or in person at the Ticket office at the Ground prior to the Match kick-off. The original Ticket may need to be returned prior to the upgraded Ticket being issued.
- 2.2. Should the Purchaser wish to cancel one or more Ticket purchases, subject to clause 2.4, the Promoter will provide a Purchaser with a full refund in respect of a valid Ticket provided that both (i) a written request to cancel the Ticket is made (using the Agent contact details outlined in clause 13), and (ii) the relevant original Ticket (if already dispatched) is returned to and received by the Agent, by no later than (a) 21 days before the date of the Match in the case of any Tickets that have been purchased as part of a group booking (meaning bookings of 10 or more Tickets) or (b) 7 days before the date of the Match in the case of Tickets that have not been purchased as part of a group booking.
- 2.3. The Promoter and Agent are unable to give any guarantees that the Match will take place at a particular time or on a particular date or that any particular celebrity/ex-professional footballer shall take part in the Match. The Promoter reserves the right to reschedule the Match without any liability whatsoever. Where reasonably practicable, the Promoter shall endeavour to arrange for the Agent to publicise any fixture changes in advance via the Website. In the event of the postponement or abandonment of the Match (or if the Match has, for any reason, to be played out of view of the public), the following options shall be available:
 - a. the relevant Ticket Holder shall be entitled to attend the re-arranged Match; or
 - b. subject to clause 2.4 below, the relevant Ticket Holder shall be entitled to return the Ticket and request a refund in accordance with clause 2.2 (save that, in the event that the Match has been re-arranged for a date which falls within 7 days of the original scheduled date for the Match, a shorter timeframe for requesting refunds will apply and the Agent will (acting on the Promoter's behalf) notify the Purchaser via email of the same).
- 2.4. A refund pursuant to clauses 2.2 or 2.3 will only be issued on production of (i) the original Ticket within the timeframe specified (where such Ticket has already been issued) and (ii) satisfactory identification that the individual requesting the refund is the Purchaser. The final decision shall at all times belong to the Ticket office manager.

3. Use of a Ticket; Transfer of Tickets and Cessation of Rights

3.1. Save as permitted in clause 3.2, each Ticket is issued for the sole use of, and is personal to, the Ticket Holder. The Purchaser and any Ticket Holder shall not sell, assign or transfer their Tickets to any other person without the prior written consent of the Promoter (which should be sought by contacting the Agent). The reference to selling a Ticket includes (i) offering to sell a Ticket (including, without limitation, via any online auction website), (ii) exposing a Ticket for sale, (iii) making a Ticket available for sale by another and/or (iv) advertising that a Ticket is available for purchase. For the avoidance of doubt (and by way of example only) a Ticket may not be: offered as a prize in any promotion, prize draw or competition; transferred, lent or sold to any third party as part of a hospitality or travel package; given to a third party who agrees to buy some other goods or services; or used for any other commercial purpose (all save as expressly authorised by the Agent (acting on the Promoter's behalf).

3.2. A Purchaser may:

- a. purchase a Ticket on behalf of another individual (and such individual is identified at the Ticket Holder at the point of purchase of the Ticket), provided the Purchaser purchases retains a Ticket for their own personal use; and/or
- b. allow a Guest to use a Ticket for the purpose of allowing that Guest to attend the Match where the Ticket Holder is unable to attend,

in each case, subject to the following conditions:

- (i) such transfer must not be made in the course of business, for any commercial purpose or for the purpose of facilitating any third party's business;
- (ii) the transfer must be free of charge or for a fee or benefit no greater in value than the face value of the Ticket;
- (iii) such purchase/transfer must not breach clause 3.1 above; and
- (iv) the Ticket Holder / Guest (as applicable) shall adhere to and be bound by these Ticket T&Cs and the Ground Regulations which (save for any rights to transfer under this clause 3 or any rights to a refund under clause 2) apply to and bind each Ticket Holder / Guest (as applicable) as if he/she were the original purchaser and intended user of that Ticket (and any obligations / restrictions in these Ticket T&Cs which are stated as applying to the Ticket Holder shall be construed as applying equally to any Guest). It is the responsibility of the Purchaser to inform the Ticket Holders and any Guests of these requirements.

3.3. The unauthorised sale or disposal of a Ticket (as described in clause 3.1) may amount to a criminal offence under section 166 of the Criminal Justice and Public Order Act 1994, as amended by the Violent Crime Reduction Act 2006. If an individual is convicted of a Ticket touting offence anywhere in the world, or the Promoter (or Agent acting on its behalf) reasonably suspects that an individual has committed (or is attempting to commit) a Ticket touting offence anywhere in the world, then:

- a. the Promoter, Host or Agent may notify the Police, who in turn may notify the relevant law enforcement authorities. The information that we share may include your personal details, information about the offence and about Ticket purchases (including payment details). We will use this to identify and prevent Ticket touting offences and disorder at matches;
- b. the Promoter, Host or Agent may make any such enquiries as the Promoter, Host or Agent considers necessary; and
- c. such conduct shall be deemed to be a serious breach of these Ticket T&Cs by the Purchaser / Ticket Holder.

If a Purchaser / Guest suspects that Ticket touting is taking place in or around the Ground, the Promoter requests that they promptly report their suspicions to the Agent and the police.

3.4. All Tickets will remain the property of the Promoter at all times and may be confiscated, cancelled or withdrawn by the Promoter (or the Agent acting on its behalf) in accordance with these Ticket T&Cs at any time. Tickets must be produced along with evidence of identity / age / address if required at any time by any official, steward or employee of the Host, Agent or any police officer. If the Purchaser fails to return a Ticket when required, it shall be deemed to be in breach of these Ticket T&Cs and, for the avoidance of doubt, the provisions of clause 7 will apply.

4. **Access to the Ground**

- 4.1. In order to gain admission to the Ground, a valid Ticket must be presented.
- 4.2. Entry into the Ground is subject always to the Ground Regulations. By purchasing and/or using a Ticket you: (i) certify that you have read, understood and accepted the Ground Regulations; (ii) agree to be bound by and to comply with the Ground Regulations; and (iii) agree to bring to the attention of others, as required above, the Ground Regulations. The ground regulations can be found at www.manutd.com/terms
- 4.3. A Ticket permits the holder to occupy the seat indicated on the Ticket at the relevant Match, or such other alternative seat as the Agent may, from time to time and acting on behalf of the Promoter, allocate at its reasonable discretion. Nothing in these Ticket T&Cs shall constitute or imply any entitlement to occupy the seat indicated on the Ticket at any other Match.
- 4.4. The Promoter reserves the right in its sole discretion to temporarily allocate to a Ticket Holder an alternative seat in the Ground of equal or greater value than that normally allocated (or authorise the Host to do so) if:
- a. the part of the Ground in which the Ticket Holder's seat is located is closed for operational reasons, maintenance, repairs, or re-structure;
 - b. the relocation is necessary to comply with any requirements of the Promoter in respect of the Match played at the Ground; or
 - c. the Promoter, the Host, the police or any other relevant authority consider that a relocation is necessary in the interests of safety, public order, crowd control or to comply with social distancing measures.
- 4.5. Ticket Holders agree to conduct themselves at all times in a manner suitable for the Match and agree not to do anything or procure anything to be done that will or is likely to bring the name or reputation of the Promoter, Host or Agent into disrepute. Without prejudice to the generality of the foregoing, the Promoter, Host and Agent do not tolerate abusive, offensive, homophobic, sexual, sectarian, racial or discriminatory behaviour in any form (whether physical, verbal or other) and any such conduct shall be considered a serious breach of these Ticket T&Cs. Any Ticket Holder who is found or is reported to be abusing any football player, supporter, member of staff or any other individual in or around the Ground will face arrest and prosecution by the police.
- 4.6. Save as set out in clause 4.7 below, you shall not capture, log, record, transmit, play, issue, show or otherwise communicate (by digital or other means) any Material in relation to the Match, any players or other persons present in the Ground and/or around the Ground, nor may you bring into the Ground or use within the Ground (or provide to, facilitate or otherwise assist another person to use within the Ground) any equipment or technology which is capable of capturing, logging, recording, transmitting, playing, issuing, showing or otherwise communicating (by digital or other means) any such Material. Any person acting in breach of this provision may have such equipment or technology confiscated and/or will be required to deliver up any tapes, films, disks, memory cards, memory sticks or other recordings of the Material (and all copies thereof) in whatever form, to the Promoter, Host or Agent and the copyright, database right and all other rights, title and interest in and to all Material is hereby assigned to the Promoter, including by way of present assignment of future copyright pursuant to section 91 of the Copyright, Designs and Patents Act 1988, and clause 7 shall apply.
- 4.7. Mobile telephones and other mobile devices are permitted within the Ground PROVIDED THAT (a) they are used for personal and private use only (which, for the avoidance of doubt and by way of example only, shall not include the capturing, logging, recording, transmitting, playing, issuing, showing, or any other communication of any Material for any commercial purposes); and (b) no Material that is captured, logged, recorded, transmitted, played, issue, shown or otherwise communicated by a mobile telephone or other mobile device may be published or otherwise made available to any third parties including, without limitation, via social networking sites.

- 4.8. Ticket Holders shall:
- a) not offer or distribute (either free or for sale by any person) within the Ground any consumer article or commercial product of any nature. For the avoidance of doubt this clause shall not prevent the lawful distribution of text publications in any format which do not infringe clause 4.7 where both the content and the publication are lawful in all respects and do not in the Host or Agent's reasonable opinion (exercised on behalf of the Promoter) constitute a threat to public order;
 - b) not bring into the Ground any food or drink items. Only food and drink items purchased in the Ground from vendors authorised by the Host may be consumed in the Ground;
 - c) not, other than official Soccer Aid merchandise, and/or other football-related clothing worn in good faith (in accordance with clause 1.1 above), bring into, use or display within the Ground any sponsorship, promotional or marketing materials; and
 - d) adhere to any relevant dress code in place at the Ground. Ticket Holders who do not, in the reasonable opinion of the Host (acting on behalf of the Promoter), comply with the relevant dress code will not be admitted to the Ground.
- 4.9. The Host and Agent (acting on the Promoter's behalf) reserve the right to refuse entry to / eject any person from the Ground who (in the Host or Agent's reasonable opinion) attempts to undertake any action in contravention of Clause 4.8 and to withdraw or suspend the individual's Ticket at the Host or Agent's discretion (and no refund will be given).

5. **Disabled Supporters**

- 5.1. **Concessionary Rates:** Disabled Supporters who can provide the Host or Agent (acting on the Promoters' behalf) with any of the following as proof of their disability shall be entitled to purchase a Ticket at a discounted rate:
- a. a statement of high mobility / living allowance as issued by the Department of Work & Pensions;
 - b. receipt of either the Severe Disablement Allowance or Attendance Allowance;
 - c. blind or partially sighted registration certificate; or
 - d. enhanced rate of Personal Independence Payment.
- This list is not exhaustive and consideration will be given to any other evidence that can be provided, on a case by case basis.
- 5.2. **Personal Assistant:** The Host or Agent (acting on behalf of the Promoter) will allow a Disabled Supporter to bring a free of charge Personal Assistant to the Match played at the Ground (save where a Disabled Supporter is aged 13 or under, as all supporters within that age bracket must be accompanied by an adult aged 18 and over in order to attend Matches) subject to the following conditions:
- a. the Disabled Supporter must complete and submit a 'Personal Assistant Registration Form' to the Host or Agent in advance;
 - b. the Personal Assistant shall adhere to and be bound by the same terms and conditions which apply to the Disabled Supporter and it shall be the responsibility of the Disabled Supporter to inform the Personal Assistant of these requirements;
 - c. the Personal Assistant shall only attend the Match with the Disabled Supporter;
 - d. the Personal Assistant's Ticket is non-transferable; and
 - e. the Disabled Supporter must co-operate with the Host or Agent fully, and if requested, provide further evidence that a Personal Assistant is required.
- 5.3. The Host or Agent (acting on the Promoter's behalf) will make every effort to allocate the Personal Assistant with a seat adjacent to the Disabled Supporter, however if this is not possible, the Host or Agent will allocate the closest available seat to the Disabled Supporter.
- 5.4. Please note that stewards and members of staff may carry out checks on all Ticket Holders and their attendance over the course of the Match. Any abuse of the rights granted pursuant to this clause 5 will be dealt with severely and will result in the loss of your Ticket and the Promoter reserves the right for the Host or Agent (acting on its behalf) to eject them from the Ground immediately without refund.

- 5.5. The Host or Agent (acting on the Promoter's behalf) will use reasonable endeavours to accommodate requests to locate or relocate a Ticket Holder into a disabled access area provided the request is based upon a medical condition and such requests are submitted in advance of the Match giving details of the facilities that will be required (stating expressly whether access to the Induction Loop is required).

6. **Lost, stolen and damaged Tickets**

- 6.1. Neither the Promoter, Host nor Agent are responsible for, and neither shall be obligated to admit entry to a Ticket Holder in respect of any Tickets which are lost, stolen, forgotten, damaged, defaced, or destroyed. A duplicate of any such Tickets may be provided to the Purchaser at the Agent's absolute discretion (acting on behalf of the Promoter), subject to (i) (in certain circumstances and at the Agent's discretion) the requirement that the Ticket Holder attend the Ticket Office in person to collect such replacement Ticket(s) and provide satisfactory evidence of identity and (ii) payment of a non-refundable administration fee (unless the Agent in its absolute discretion (exercised on behalf of the Promoter) waives such fee) to be paid by the Purchaser / Ticket Holder prior to the issue of each duplicate Ticket. Whether Tickets are damaged, defaced or destroyed will be determined by the Agent acting reasonably in its sole discretion (exercised on behalf of the Promoter).

7. **Cancellation and Withdrawal of a Ticket / Ejection From or Refusal of Entry to the Ground**

- 7.1. Without prejudice to any other rights or remedies that the Promoter may have, the Promoter reserves the right, at its absolute discretion, to do or authorise the Host or its Agent to do any of the following:

- a. eject a Ticket Holder / Guest from the Ground or refuse them entry to the Ground;
- b. exclude (indefinitely or for a period of time determined by the Promoter / Host / Agent) a Purchaser / Ticket Holder / Guest from using and/or applying to purchase any Ticket in respect of any future Match held at the Ground (including, without limitation, use of any benefits associated with the Ticket);
- c. terminate the contract for the purchase of the Ticket; and/or
- d. provide the police and any other relevant authorities with any relevant information,

in any of the following circumstances:

- (i) the Purchaser or Ticket Holder (or any person in possession of the relevant Ticket) breaches any of the Ticket T&Cs or Ground Regulations (or the Promoter, Host or Agent has reasonable grounds to suspect such breach); or
- (ii) the Promoter, Host or Agent reasonably suspects that entry into the Ground by the Ticket Holder (or any person in possession of the Ticket) will result in a breach of these Ticket T&Cs, the Ground Regulations or the terms and conditions of any other Match related scheme;
- (iii) the Promoter, Host or Agent reasonably suspects that a Ticket Holder's Ticket has been offered for re-sale or re-sold in contravention of these Ticket T&Cs;
- (iv) the Purchaser / Ticket Holder is prohibited (by law or otherwise) from attending the Ground or any other sporting venue anywhere in the world or is the subject of football related criminal or civil proceedings; or
- (v) the Purchaser / Ticket Holder (or any person in possession of the relevant Ticket) engages in any abusive, dangerous or other unacceptable behaviour in or around the Ground or any other sporting venue anywhere in the world.

- 7.2. Without prejudice to the general nature of clause 7.1, the following actions shall constitute a non-exhaustive list of conduct which shall constitute a serious breach of the Ticket T&Cs and the Ground Regulations and shall enable the Promoter to exercise its rights (or authorise Host or the Agent to do so) as described in clause 7.1 above:

- a. smoking in designated non-smoking areas (including the smoking of electronic cigarettes which is banned in the Ground);
- b. being (or appearing to be) intoxicated;
- c. persistent standing in seated areas whilst the Match is in progress;
- d. the sale or transfer (save as permitted) of a Ticket to any person;
- e. the deliberate misuse of a Ticket (including but not limited to the use of a Ticket described in clause 3.4);

- f. any misrepresentation in relation to clause 7.1, above;
- g. the possession of a banner or flag that bears material or slogans that are offensive, obscene, abusive or racist;
- h. the throwing of any object within the Ground that may cause injury or damage to people or property without lawful authority or excuse;
- i. the use of foul, obscene, abusive and/or racist language and/or gestures;
- j. the chanting of anything of an indecent or racist nature;
- k. fighting, or engaging in and/or inciting violence;
- l. any other conduct outlined in clause 4.2;
- m. bringing any of the following into the Ground (or using them within the Ground): illegal drugs; other illegal substances; fireworks; firecrackers; smoke canisters; air horns; flares; laser devices; bottles; glass vessels or any item that might be used as a weapon or compromise public safety;
- n. entering the playing area or any adjacent area to which spectators are not generally admitted without lawful authority or excuse;
- o. the supply of any misleading or incorrect information in any application;
- p. any breach of clause 4.6 above; and
- q. any failure to pay or default of payment in respect of any sums owing to the Promoter (or any third party) in respect of any Ticket.

7.3. The Promoter will not be obliged to make any refund to any Purchaser in respect of any ejection from or refusal of entry to the Ground or in respect of any Ticket which is suspended or withdrawn in accordance with the provisions of these Ticket T&Cs.

7.4. The Promoter, Host and Agent reserve the right to exclude from participation in any membership scheme any Ticket Holder that is ejected, refused entry or banned from purchasing Tickets in accordance with these Ticket T&Cs, or if the Ticket Holder is refused admission or banned from the Ground or any other sporting venue anywhere in the world.

7.5. Any person attempting to enter or having entered the Ground with a concessionary priced Ticket must meet the criteria applicable to such a concession Ticket. Failure to do so may result in (i) refusal of entry to, or ejection from, the Ground and the Ticket being withdrawn with no refund given and / or (ii) exclusion from using and/ or applying to purchase a Ticket in respect of any Match held at the Ground (indefinitely or for a period of time).

8. **Change of Details**

8.1. Purchasers / Ticket Holders should promptly notify the Agent of any change of details (including, without limitation, changes to payment details and / or addresses) by: (i) telephoning the Agent; or (ii) writing to the Agent, for the attention of 'Soccer Aid for UNICEF', quoting the relevant booking number (if applicable). Purchasers / Guests may be required to provide the Agent with proof of identity and address to the Agent's satisfaction when details are changed under this clause.

9. **Exclusion of Liability**

9.1. Subject to clause 9.4, the Promoter expressly excludes all liability resulting from:

- a. any failure or delay by the Promoter (or the Host or Agent acting on the Promoter's behalf) in carrying out any of its obligations under these Ticket T&Cs which is caused by circumstances outside of the Promoter's (or Host or Agent's) reasonable control;
- b. the alteration of the dates and times of the Match;
- c. the withdrawal of any particular celebrity/ex-professional footballer from the Match;
- d. the abandonment, postponement or cancellation of the Match; or
- e. restrictions to the view of the Match caused by virtue of the actions of other spectators.

9.2. Subject to clause 9.4, the Promoter shall have no liability whatsoever to any Purchaser, Ticket Holder and/or Guest for any indirect or consequential loss or damage, loss of enjoyment or travel/accommodation costs.

- 9.3. Subject to clause 9.4, the Agent acts solely as the agent for the Promoter and neither the Agent or the Host is responsible to any Purchaser, Ticket Holder or Guest for the fulfilment of any obligations under this Agreement or for any losses arising out of or in connection with this Agreement.
- 9.4. For the avoidance of doubt, nothing in these Ticket T&Cs shall exclude or limit the Promoter's, Host's or Agent's liability for:
- a. death or personal injury caused by the Promoter or the Promoter's employees' negligence during the course of their employment; or
 - b. any other conduct for which liability may not be excluded or limited as a matter of English law.

10. **Data Protection**

- 10.1. Each Purchaser, Ticket Holder and Guest acknowledges and agrees that the personal data provided by them to the Agent in the purchase of Tickets shall be collected, stored and used by either (i) the Agent in accordance with the Data Protection Act 2018, the UK General Data Protection Regulation and the Agent's Privacy Policy ([available here](#)); and/or (ii) UNICEF UK in accordance with the Data Protection Act 2018, the UK General Data Protection Regulation and UNICEF UK's privacy statement, available at www.unicef.uk/privacy. In addition, should you in the course of purchasing a Match Ticket make a gift aid donation, the Agent shall also securely provide the Ticket Holder's personal data to UNICEF UK, including but not limited to, your name, address, donation amount and date of donation and gift aid declaration. In this event, your personal data will also be managed in line with UNICEF UK's privacy statement (above).
- 10.2. All Ticket Holders agree that the Matches for which the Tickets have been purchased are public, and that their appearance and actions inside and in the perimeter of the Ground are public in nature and that they shall have no expectations of privacy with regards their actions or conduct at Matches. All persons who enter the Ground acknowledge that photographic images and/or video recordings and/or feeds (and/or stills taken from video recordings) may be taken of them and may also be used by way of example and without limitation, in televised coverage of the Match (including the live broadcast and any re-edited, reformatted or compilation version thereof) and/or for promotional or marketing purposes by the Promoter, Agent, UNICEF UK, Banijay UK Productions Limited t/a Initial, ITV or other third parties and the use of a Ticket to enter the Ground constitutes consent to such use.
- 10.3. The Promoter has appointed the Agent to manage its relationship with Purchasers, Ticket Holders and Guests and each Purchaser, Ticket Holder and Guest acknowledges that their personal data will be provided to the Promoter for the performance of the contract and where you have agreed you will be provided with information regarding future events and merchandise available via the Promoter. For further information on the Promoters Privacy Notice [CLICK HERE](#)

11. **General**

- 11.1. These Ticket T&Cs (and all documents referred to herein) comprise the entire agreement between the Promoter and you in relation to the purchase of individual Tickets and all ancillary benefits.
- 11.2. The Promoter reserves the right to make amendments to these Ticket T&Cs from time to time, provided that the amendments shall not result in any Purchaser receiving any less than the same or substantially similar benefits to those that the Purchaser was entitled to receive prior to such amendments. Up to date versions of the Ticket T&Cs will be made available as soon as practicable on the Website.
- 11.3. In the event that any provision(s) of these Ticket T&Cs is / are declared void, ineffective or unenforceable by any competent court, the remainder of the Ticket T&Cs shall remain in effect as if such void, ineffective or unenforceable clause(s) had not been included.
- 11.4. This Match is not a Match organised by the Agent and any membership schemes or other similar agreements or arrangements usually offered by the Host shall not apply to this Match.

- 11.5. The Promoter's failure to exercise, or delay in exercising, any right, power or remedy provided by these Ticket T&Cs or by law shall not constitute a waiver of that right, power or remedy.
- 11.6. Notwithstanding any other provision in these Ticket T&Cs no other person other than you or the Promoter has any rights under the Contracts (Rights of Third Parties) Act 1999 to rely on or enforce any term of these Ticket T&Cs. Nothing in these Ticket T&Cs shall affect any right or remedy of a third party that exists or is available other than as a result of the aforementioned Act.
- 11.7. These Ticket T&Cs and any dispute arising thereof (contractual or non-contractual) shall be governed by and interpreted in accordance with the laws of England and Wales and are subject to the exclusive jurisdiction of the courts of England and Wales.

12. **Notices and contact**

- 12.1. If you need to serve any notice on the Promoter or otherwise contact the Promoter in any manner regarding matters arising out of this Agreement, you should in the first instance contact the Agent by writing to the address given in clause 13 who will handle your request on the Promoter's behalf.
- 12.2. However, the Agent is not able to accept service of any documentation relating to litigation or other forms of court or legal proceedings on the Promoter's behalf. Any documentation of this nature must be served on the Promoter directly at the address given in clause 13.

13. **Definitions and Interpretation**

In these Ticket T&Cs the following words and phrases shall have the following meanings (unless stated otherwise):

"Agent"	The Way Ahead Group Limited (trading as SEE) (company number: 3554468) whose registered office is at Norfolk House, 47 Upper Parliament Street, Nottingham, NG1 2AB;
"Disabled Supporter"	an individual who has a physical or mental impairment that has a 'substantial' and 'long-term' negative effect on their ability to do normal daily activities;
"Ground"	the London Stadium at Queen Elizabeth Olympic Park (or such other ground to which the Match is relocated to the extent that the London Stadium is unavailable for use);
"Ground Regulations"	the ground regulations issued by the Host from time to time that set out the terms and conditions upon which spectators are granted entry to the Ground;
"Guest"	a natural person who is known to the Purchaser personally and is permitted to use a Ticket bought by a Purchaser in accordance with clause 3;
"Host"	London Stadium 185 Limited, a company incorporated under the laws of England and Wales (registered no. 09359341) whose registered address is the Stadium at Queen Elizabeth Olympic Park, London, E20 2ST, United Kingdom;
"Match"	the charitable match called 'Soccer Aid for UNICEF 2026' scheduled to take place on 31 May 2026 (or such other date set by the Promoter);
"Material"	means any audio, visual or audio-visual material or any information or data.
"Personal Assistant"	an individual who is responsible for a Disabled Supporter's care;
"Promoter"	Soccer Aid Productions Limited incorporated and registered in England and Wales with company number 10928864 of 1 Westfield Avenue, Stratford, London, E20 1HZ;
"Purchaser"	a person purchasing any number of Tickets;

“Ticket” the printed paper Ticket, electronic card, print at home Ticket or any other method for entry stipulated by the Promoter (or the Agent on the Promoter’s behalf) from time to time entitling a person to attend the Match;

“Ticket Holder” a registered holder of a Ticket; and

“Website” means the following: [<https://socceraid.seetickets.com/>].