

## House Rules

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### ARTICLE 1 - DEFINITIONS

In this Visitor Policy the following are defined as:

"Stadion Amsterdam": the limited partnership Stadion Amsterdam C.V., statutorily registered in Amsterdam, and the public limited company Stadion Amsterdam N.V., statutorily registered in Amsterdam.

"Visitor Policy": the current Visitor Policy of Johan Cruijff ArenA.

"Public": anyone attending an Event in Johan Cruijff ArenA, and/or who is present in or around Johan Cruijff ArenA, before, both during and after the duration or commencement of an Event and on days that no Event is taking place in Johan Cruijff ArenA is.

"Johan Cruijff ArenA": the multifunctional sport and buildings complex in Amsterdam referred to as Johan Cruijff ArenA, consisting of a stadium with its associated facilities, catering outlets, related commercial areas, grounds, entrances and entrance routes, with the exception of the car park situated on levels 0 and 1 below Johan Cruijff ArenA.

"Event": an event which takes place in Johan Cruijff ArenA, including a football match, concert, dance event, business event, guided tour and or a (public or private) event in which one or more persons participate.

"Stadium ban": a ban on being present or in the immediate vicinity of Johan Cruijff ArenA during a specific period, unless prior written consent for this is granted by Stadion Amsterdam.

"Organiser": Stadion Amsterdam, as well as a legal or private person who organises an Event in Johan Cruijff ArenA.

"Admission ticket": a ticket, bearing the correct checking features and/or another valid admission document, whereby permission to attend is clearly evident, to which Right of Access is bound.

"Right of Access": the authority to obtain access to Johan Cruijff ArenA in order to remain there temporarily and/or to attend an Event. "Proof of Identity": valid proof as defined in article 1 of the Compulsory Identity Act.

"Drugs": (prohibited) substances as defined in the Opium Act as well as substances which may unfavourably influence a person's behaviour.

"Alcoholic drinks": a drink which at a temperature of 20 degrees Celsius contains more than a half a percent alcohol by volume, as defined in the Licensing and Catering Act.

"Firework": products in which or for which an ignition source exists and which is intended to be ignited for the purpose of entertainment as defined in the Fireworks Decree, including flares.

“Location-based Service”: is a service that allows Stadion Amsterdam to track the movements of members of the public who have a mobile device, such as a cell phone, with them in Johan Crujff ArenA. All information is processed fully in accordance with the Dutch Personal Data Protection Act. An explanation, including frequently asked questions, is available on the web site [www.amsterdamarena.nl/privacybeleid](http://www.amsterdamarena.nl/privacybeleid).

## **ARTICLE 2 - APPLICABILITY**

This Visitor Policy applies between Stadion Amsterdam and the Public. This Visitor Policy is also binding for all those who purchase and/or obtain an admission ticket.

## **ARTICLE 3 - ACCESS TO AMSTERDAM ARENA**

3.1 Upon entering Johan Crujff ArenA and during the period that they are present in Johan Crujff ArenA, members of the Public must be in possession of a valid Admission Ticket and Proof of Identity. Members of the Public must be able to show a valid Admission Ticket and Proof of Identity when requested to do so by stewards, security staff, police, and employees of Stadion Amsterdam and/or any other appropriate authority.

3.2 Loitering in or proceeding to an area of Johan Crujff ArenA other than that to which the Admission Ticket allows the holder of the Admission ticket is prohibited.

3.3 The Public may only be seated in the place expressly entitled by the Admission Ticket.

3.4 The validity of the admission Ticket expires irrevocably upon leaving the area to which the Admission Ticket grants access.

3.5 Entrances, staircases, aisles, landings and suchlike are intended to provide easy entrance or exit in the event of emergencies. The Public is therefore prohibited from remaining in such locations for longer than is strictly necessary to enter or leave Johan Crujff ArenA.

3.6 The instructions of stewards, security staff, police, and employees of Stadion Amsterdam and/or other appropriate authorities must be immediately obeyed by the Public.

3.7 Members of the Public who do not possess a valid Admission Ticket will be refused access to Johan Crujff ArenA and/or removed from Johan Crujff ArenA.

3.8 Stadion Amsterdam reserves the right to transfer the information on the Proof of Identity, directly or indirectly which includes the making of a copy.

## **ARTICLE 4 - DATE AND TIMES OF EVENTS**

4.1 Events take place when possible on the date(s) and time(s) stated on the Admission Ticket. The Organisers reserve the right at all times however to amend or rectify errors in this respect, should this be necessary in their opinion.

4.2 The cancellation, suspension or non-playing of an event whether on the grounds of a pronouncement by a disciplinary authority, a football association or the public authority or the public playing of an Event without the public does not grant the Public any right to the refund of (any part of) the price of an Admission Ticket or other compensation. This also applies in

the event of any rescheduling of an Event in time or location or a decision by an appropriate (authority) that the Event May not take place (in part).

## **ARTICLE 5 - TRANSFERABILITY**

5.1 It is prohibited to offer for sale, to sell on or to pass on Admission Tickets unless this involves an individual transaction in a private environment and this does not endanger security.

5.2 It is prohibited to use Admission Tickets to Events for commercial ends, including the promotion of and/or advertising of items as a prize in competitions or as an element of arrangements (such as arrangements offered by bus companies, (bus) tour operators, travel agencies and ticket bureaus), without the prior written consent of Stadion Amsterdam.

5.3 Acting in contravention of these stipulations results in the expiry of the validity of Admission Ticket, without any entitlement to a refund of the purchase price.

5.4 Persons who have purchased an Admission Ticket and who sell this on or voluntarily hand it over to third parties are themselves liable for damage caused by those third parties in Johan Cruijff ArenA, without prejudice to the liability of those third parties.

5.5 The method of sale of Admission Tickets is, with the exception of the stipulations in this Visitor Policy, also laid down in a specific regulation which is considered to constitute part of this Visitor Policy.

5.6 The Admission Tickets which the access control system does not recognise as such and/or show an incorrect code are invalid and/or result in the expiry of the validity of the Admission ticket, without any entitlement to a refund of the purchase price.

## **ARTICLE 6 - REGULATIONS, STATUTES AND OTHER APPLICABLE RULES**

Events take place according to the statutes, regulations and other applicable rules of the Organiser and/or those organisations to which the Organiser is at any time affiliated and/or to which the Organiser is subject.

## **ARTICLE 7 - ALCOHOL, DRUGS AND TRADE ITEMS**

7.1 The Public is prohibited from entering Johan Cruijff ArenA or being present in Johan Cruijff ArenA in a state of drunkenness and/or under the influence of Drugs.

7.2 It is not permitted to bring Alcoholic Drinks and/or Drugs into Johan Cruijff ArenA.

7.3 The sale and/or offering for sale or having in one's possession with a view to sale of trade items, including (Alcoholic) drinks, food items, souvenir items, T-shirts, scarves, flags (including the accompanying packaging, (plastic) glasses and suchlike), is only permitted if and so far as permission has been obtained from Stadion Amsterdam and only on the condition that the permits required by the authorities have been obtained.

7.4 Stadion Amsterdam reserves the right to remove advertisements, including advertisements which are associated with and/or the consequence of direct or indirect advertising

promotions/advertising activities which are not directly related to a sponsor of Stadion Amsterdam and/or the Organiser, from Johan Cruijff ArenA.

7.5 Stadion Amsterdam reserves the right to prohibit or prevent the sale of trade items including (Alcoholic) drinks and food items, in full, or at specific times or in specific areas of Johan Cruijff ArenA.

7.6 The Public must deposit waste, including used drinks and food items in the containers provided for that purpose.

## **ARTICLE 8 - PROHIBITED ITEMS**

8.1 It is not permitted to bring items into Johan Cruijff ArenA which may constitute a risk to health, safety or public order, including bottles, glasses, cans, sticks, banners, football shirts to Events other than football matches, or other items which, in the opinion of stewards, security staff, police, employees of Stadion Amsterdam and/or other appropriate authority, constitute discriminatory or provocative texts, images or shapes, chains, blunt weapons, pointed weapons and thrusting weapons.

8.2 It is not permitted to bring into, and/or to carry or be in possession of Fireworks in Johan Cruijff ArenA and/or to ignite them.

8.3 It is not permitted to throw any item or liquid in Johan Cruijff ArenA.

8.4 It is not permitted to use and/or to carry or be in possession of substances, which, in the opinion of stewards, security staff, police, employees of Stadion Amsterdam and/or other appropriate authority, cause or may cause unnecessary hindrance or nuisance to third parties, may constitute a risk to or cause damage to other persons and or property. This includes items for the production of sound, the level of which is higher than would normally be considered to be reasonable.

8.5 It is not permitted to behave in Johan Cruijff Arena in a way which others could perceive as provocative, threatening or insulting. Furthermore it is not permitted to create any risk to health or safety to oneself or others and/or to cause harm to others.

8.6 It is not permitted to climb upon the lighting installations, railings, roofs, catwalk, dike and other facilities or structures. It is also not permitted to trespass on the playing field during football matches and other sporting competitions.

8.7 It is not permitted to bring animals into Johan Cruijff ArenA. This does not apply to stewards, security staff, police, and employees of Stadion Amsterdam and/or other appropriate authority.

8.8 Stewards, security staff, police, employees of Stadion Amsterdam and/or other appropriate authority are entitled to monitor and search members of the Public for possession of illicit items and to seize these. Monitoring is done by means of a body search and private superficial security search. A body search/superficial security search within the Johan Cruijff ArenA is performed upon entering and exiting the building and within the Johan Cruijff ArenA if there is reason to do so. Upon refusal of the above monitoring, the visitor is denied (further) access or will be removed from the Johan Cruijff ArenA.

8.9 The Public must be recognisable and identifiable when present in Johan Cruijff ArenA, on the understanding that it is not permitted for the face to be covered by a hood, shawl and/or other materials which would make recognition (partly) impossible by the stewards, security staff, police, employees of Stadion Amsterdam and/or other appropriate authority and/or biometric applications.

## **ARTICLE 9 - IMAGE AND/OR SOUND RECORDING and location based service**

9.1 The making of image and/or sound recordings and/or to process them of (any activity of) the Event and/or the visitors present for any other purpose than use in the private sphere. This does not apply to, at the discretion of Stadion Amsterdam, authorised press photographers, camera operators or journalists insofar as they do not exceed the limits of their accreditation. The making of image and/or sound recordings for the purpose of radio, television, internet or mobile applications in whatever form is only permitted further to prior written consent from.

9.2 Members of the Public who attend Johan Cruijff ArenA and/or an Event:a) acknowledge that the Event is a public, open and/or closed and commercial Event;

b) consent to the recording and/or use of his/her name, voice, portrait and/or image whether by live broadcast or recorded audio and video display, broadcast or other form of distribution including photographs or other current or future media technologies;

c) give unconditional consent for the use as defined in subsection b) for an unspecified period and globally;

d) do not hold Stadion Amsterdam or parties who, with Stadion Amsterdam's consent, make use of image and/or sound material, whether or not for commercial ends, liable for the use of this image and/or sound material;

e) waive his/her portrait rights, insofar as this involves images in and around Johan Cruijff ArenA in which he/she is clearly recognisable;

f) acknowledge that a video surveillance system is in operation and consent to the making of video recordings of them by or on behalf of Stadion Amsterdam in the interests of public order and security.

g) is fully aware that Location-based Service is operational and agrees that the Location-based Service is used by or on behalf of Stadion Amsterdam.

## **ARTICLE 10 - SANCTIONS**

10.1 Members of the Public who act in contravention of the stipulations of this Visitor Policy in any way whatsoever, may be refused access to Johan Cruijff ArenA or removed from (any area of) Johan Cruijff ArenA without warning by stewards, security staff, police, employees of Stadion Amsterdam and/or other appropriate authority and/or handed over to the police. The immediate and irrevocable consequence of the above is that the Admission Ticket of the person/persons involved becomes invalid and can be confiscated, without any entitlement to a refund.

10.2 Stadion Amsterdam is entitled to impose a Stadium ban on anyone who has acted in contravention of the stipulations of this Visitor Policy and/or has committed a criminal

offence and/or has behaved in such a way that as a result the reputation and/or interests of the Event are harmed, whether inside or outside Johan Cruijff ArenA and within the context of an Event, such without prejudice to compensation on the grounds of civil law. This article applies correspondingly to the persons stated in article 5.10.3 Stadion Amsterdam is entitled to extend the duration of a Stadium ban, if there is evidence of infringement of a Stadium ban imposed on the grounds of article 10.2.10.4 Stadion Amsterdam is not liable for any loss incurred as a result of a - subsequently discovered to be - incorrect Stadium ban, unless this involves intent or gross negligence on the part of Stadion Amsterdam.

## **ARTICLE 11 - LIABILITY**

11.1 Members of the Public attend Johan Cruijff ArenA entirely at their own risk. Stadion Amsterdam is not liable for any loss incurred by the Public and/or property (of the Public), as a direct or indirect consequence of act or omission on the part of Stadion Amsterdam, by persons in its employment or other persons engaged for or on behalf of Stadion Amsterdam, or third parties, during the Event and/or their visit to Johan Cruijff ArenA, unless that loss is as a result of intent or gross negligence.

11.2 Without prejudice to the stipulations in article 11.1, Stadion Amsterdam is not liable for any loss incurred as a result of entering Johan Cruijff ArenA and/or attending an Event, including damage to hearing and other physical disorders, nor for amendments to the announced schedule for an Event, nor for the content method of implementation of (the programme of) an Event.

11.3 Members of the Public are liable for all loss caused as a result of their actions or omissions to property and/or persons in Johan Cruijff ArenA and exempt Stadion Amsterdam from claims from third parties in this respect.

## **ARTICLE 12 - AMENDMENT OF VISITOR POLICY**

Stadion Amsterdam may amend this Visitor Policy at any time. The amended policy comes into effect immediately following its amendment

## **ARTICLE 13 - OTHER CLAUSES**

13.1 Smoking in (parts of) Johan Cruijff ArenA is only permitted if and so far as seats and areas are designated for this purpose by Stadion Amsterdam.

13.2 Stadion Amsterdam is entitled to designate third parties to implement the conditions in this Visitor Policy.

13.3 In the event that any stipulation in this Visitor Policy is null and void or is nullified, the remaining clauses in this Visitor Policy remain in effect and a new clause will be introduced to replace the null and void and/or nullified clause whereby the aim and scope of the null and void and/or nullified clause will be taken into consideration if possible.

## **ARTICLE 14 - DISPUTES AND APPLICABLE LAW**

14.1 The law of the Netherlands applies to this Visitor Policy and all contracts which are applicable to this Visitor Policy.

14.2 All disputes which may arise from or are related to this Visitor Policy will be submitted exclusively to the competent court in Amsterdam.