

Privacy Policy & Results Data Policy

APPLIES TO: All participants and website users · Last Updated: July 2026

Vitro is committed to protecting your personal data. This policy explains what information we collect, how we use it and what rights you have in relation to it. It applies to data collected through event registration, our website (vitrovitalitygames.co.uk), email communications and event participation.

1 WHO WE ARE

Vitro — The Vitality Games is operated by Thorpe Mills, trading as Vitro Vitality Games.

Data controller: Thorpe Mills

Contact: thorpe@vitrovitalitygames.co.uk · 07477 296369

Address: Courtney House, Lingfield Road, Edenbridge, TN8 5HN

2 WHAT DATA WE COLLECT

We collect the following categories of personal data:

- Identity data: full name, date of birth, age, gender
- Contact data: email address, phone number
- Event data: wave time, partner assignment
- Performance data: scores at each station, raw score, age multiplier, adjusted score (Vitality Score), Vitality Age, RVI%, zone, strongest and weakest markers
- Preferences: t-shirt size, cardio modality choice
- Health information: any health conditions or medications voluntarily disclosed at registration (used solely for operational safety purposes)
- Consent records: timestamped records of all consents given at registration
- Technical data: IP address, browser type and website usage data (collected via standard website analytics)

3 HOW WE USE YOUR DATA

We use your personal data for the following purposes:

- To process your event registration and confirm your place
- To communicate your wave time, event details and pre-event preparation information
- To calculate your Vitality Score and Vitality Age and deliver your individual results
- To produce your official Vitro scorecard and results photo
- To send post-event communications including your scorecard PDF and follow-up sequence
- To contact you about future Vitro events and the Vitro Builder membership (where you have consented to marketing)
- To operate the Vitro community on Skool and deliver educational content
- To comply with legal obligations including health and safety requirements

4 YOUR VITALITY SCORE AND RESULTS DATA

WHAT YOUR SCORE IS AND IS NOT

Your Vitality Score and Vitality Age are fitness performance benchmarks derived from your performance across ten physical tests. They are not medical diagnoses, clinical measurements or biological age tests conducted by a healthcare professional.

Your results are yours. They will not be shared with any third party without your explicit consent.

4.1 Your individual results are shared only with you. Your scorecard PDF, score reveal and post-event communications are personal to you.

4.2 Anonymised and aggregated performance data (e.g. average scores by age group, most common weakest station across an event) may be used by Vitro for educational content, research summaries and marketing materials. This data is anonymised — it cannot be used to identify you individually.

4.3 Event leaderboards may display your name and score if you participate in a public leaderboard. Your consent to leaderboard inclusion is obtained separately at registration.

4.4 Your results will not be sold to or shared with third parties, commercial partners, health insurers or any other organisation without your explicit written consent.

5 LEGAL BASIS FOR PROCESSING

- Contract performance: processing your registration, delivering your results and communicating your wave time
- Legitimate interests: operating the event safely, improving future events, protecting Vitro's legal position
- Consent: marketing communications, photography and media use, leaderboard inclusion
- Legal obligation: health and safety compliance, safeguarding, record keeping

6 DATA RETENTION

6.1 Registration and consent data is retained for a minimum of 6 years following the event for legal and insurance purposes.

6.2 Performance data and scorecards are retained indefinitely for the purpose of progress tracking between events. You may request deletion at any time.

6.3 Health data disclosed at registration is retained only for the period of the event and is deleted within 30 days of the event date unless there is a specific legal reason to retain it.

7 YOUR RIGHTS

Under UK GDPR you have the right to:

- Access your personal data held by Vitro
- Request correction of inaccurate personal data
- Request deletion of your personal data (subject to legal retention obligations)
- Object to processing of your personal data for marketing purposes
- Withdraw consent at any time (this does not affect processing that occurred before withdrawal)
- Lodge a complaint with the Information Commissioner's Office (ICO) at ico.org.uk

To exercise any of these rights, contact: thorpe@vitrovitalitygames.co.uk

8 DATA SECURITY AND THIRD PARTIES

8.1 Your payment data is processed by Stripe, Inc. Stripe's own privacy policy governs payment data processing. Vitro does not store payment card details.

8.2 Your email address and marketing consent are processed by Kit.com (ConvertKit). Data is processed in accordance with Kit's privacy policy.

8.3 Registration data may be stored in Google Workspace (Sheets). Data is processed in accordance with Google's privacy policy.

8.4 Vitro does not share your personal data with any other third party without your explicit consent.