

Marketing Communications Policy

APPLIES TO: Participants who opt in to marketing · Last Updated: July 2026

1 WHAT THIS POLICY COVERS

This policy explains how Vitro uses your contact details to send marketing communications, what those communications contain, how you can manage your preferences and how you can opt out at any time.

2 YOUR CONSENT

2.1 Vitro will only send marketing communications to participants who have explicitly opted in to receive them by ticking the marketing consent checkbox during event registration.

2.2 Your consent is recorded with a timestamp at the point of registration. Vitro retains this consent record for the duration of our marketing relationship with you.

2.3 Providing marketing consent is entirely optional. Declining marketing communications does not affect your ability to register for events or receive event-related operational communications (wave times, scorecard delivery, results).

3 WHAT WE WILL SEND YOU

If you opt in, you may receive the following communications by email and/or SMS:

- Information about upcoming Vitro Games events and early bird ticket availability
- Training tips and longevity education content aligned with the Vitro scoring system
- Your post-event scorecard, results and personalised improvement recommendations
- Information about the Vitro Builder Membership and Vitro Performance coaching
- Exclusive offers, discounts and community challenges for Vitro participants
- Content about the Vitro community on Skool and free resources
- Seasonal campaigns and charity challenge updates

4 FREQUENCY

4.1 Email communications: approximately 1–3 emails per week during active event periods; 1–2 per week during non-event periods.

4.2 SMS communications: used primarily for time-sensitive updates including wave confirmations, event reminders and immediate post-event results. Typically no more than 3–5 SMS per event cycle.

4.3 Vitro will not send unsolicited bulk messages or share your contact details with any third party for marketing purposes.

5 YOUR RIGHT TO OPT OUT

5.1 You may withdraw your marketing consent at any time. Withdrawal of consent does not affect the lawfulness of any processing carried out before withdrawal.

5.2 To opt out of email marketing: click the unsubscribe link in any marketing email, or email thorpe@vitrovitalitygames.co.uk.

5.3 To opt out of SMS marketing: reply STOP to any marketing SMS message.

5.4 Opt-out requests will be processed within 5 business days. You may continue to receive operational communications (event confirmations, wave times, scorecards) even after opting out of marketing.

6 THIRD-PARTY EMAIL PLATFORM

6.1 Vitro uses Kit.com (ConvertKit) to manage and send email communications. Your email address and consent status are stored on Kit.com's servers. Kit.com processes your data in accordance with their own privacy policy. Vitro has a data processing agreement with Kit.com in place.

7 CHANGES TO THIS POLICY

7.1 Vitro reserves the right to update this policy at any time. Material changes will be communicated to opted-in subscribers by email. Continued engagement with Vitro communications after notification of changes constitutes acceptance of the updated policy.