THE $1M KIT

A CALEDONIAN BRAVES FC PROJECT

PRIVACY POLICY

Last updated: 19 November 2026

This policy explains what personal information we collect when you visit **the1mkit.com** or join THE $1M KIT launch list, why we collect it, who helps us handle it, and the choices you have.

AT A GLANCE

- We only use your details to send you news about THE $1M KIT, and only because you asked us to.
- We never sell your information.
- Analytics cookies only switch on if you click "Accept" on our cookie banner.
- You can unsubscribe, or ask us to delete your details, at any time by emailing **hello@the1mkit.com**.

01 WHO WE ARE

THE $1M KIT is run by **Caledonian Braves Football Club Ltd**, a company registered in Scotland (company number SC734753), with its registered office at Merlin House, Mossland Road, Glasgow, G52 4XZ. We are the "controller" of your personal information, which means we decide how and why it is used. In this policy, "we", "us" and "our" refer to Caledonian Braves Football Club Ltd.

02 WHAT WE COLLECT

When you join the launch list, we collect:

- your first name, last name and email address;
- your business name (optional) and country;

- your main interest (business, media or potential collaborator);
- the date and time you signed up and agreed to receive updates;
- how you found us, if the link you used carried tracking tags (for example "utm_source=instagram");
- basic technical checks used to block spam, such as how long the form took to fill in.

When we email you, our email provider records whether emails are delivered, opened and clicked, so we can see what is useful and remove addresses that no longer work.

When you visit the site, and only if you accept analytics cookies, we collect information about how you use the page, such as pages viewed, approximate location, device and browser type.

03 WHY WE USE IT

PURPOSE	LAWFUL BASIS
Sending you news about THE $1M KIT, including when partner applications open	Your consent, given when you join the list
Managing the launch list and answering your messages	Your consent, and our legitimate interest in running the project well
Keeping a record of when you agreed to hear from us	Legal obligation (to show we have your consent)
Understanding which channels bring people to the site	Your consent (analytics cookies)
Protecting the form from spam and abuse	Our legitimate interest in keeping the list genuine

We will not use your details to send you general Caledonian Braves FC newsletters or marketing about other products unless you separately agree to that.

04 WHO HELPS US

We don't sell or rent your information. We share it only with trusted service providers who process it on our behalf, under contract, and only to run THE $1M KIT:

PROVIDER	WHAT THEY DO	WHERE
Make (Celonis)	Passes your sign-up from the website to our other tools	European Union
Brevo	Stores the launch list and sends our emails	European Union

PROVIDER	WHAT THEY DO	WHERE
Zoho	Our contact management system (CRM)	See section 05
Google	Google Sheets (sign-up records) and, with your consent, Google Tag Manager and Analytics	UK, EU and United States
Fasthosts	Hosts the website and our email	United Kingdom

We may also share information if the law requires it, or to protect our rights or the safety of others.

05 INTERNATIONAL TRANSFERS

Some of our providers store or access data outside the UK. When that happens, we make sure your information is protected by an approved safeguard, such as a UK adequacy decision (which covers the European Union), the UK Extension to the EU–US Data Privacy Framework, or the UK International Data Transfer Addendum to standard contractual clauses.

06 COOKIES

When you first visit the1mkit.com, a banner asks whether you accept analytics cookies. "Reject" is as easy as "Accept".

- **If you accept**, we load Google Tag Manager, which runs our analytics tools and sets cookies to measure how the page is used.
- **If you reject**, none of these tools load.

We also store two small items in your browser that are needed for the site to work: your cookie choice, and a short timer that stops the form being submitted repeatedly. You can change your choice at any time using the "Cookie settings" link at the bottom of the page, or by clearing your browser's stored data.

07 HOW LONG WE KEEP IT

We keep your details for as long as you stay on the launch list. If you unsubscribe, we remove you from our mailing tools, but keep your email address on a short "do not contact" list so we never email you again by mistake. If THE $1M KIT campaign ends, we will delete launch list data that is no longer needed within 12 months, unless you have become a partner or agreed to hear from us about something else.

08 YOUR RIGHTS

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

- withdraw your consent and unsubscribe at any time, using the link in any email or by emailing us;
- ask for a copy of the information we hold about you;

- ask us to correct or delete it;
- ask us to limit how we use it, or object to how we use it;
- ask us to send your information to you or to another organisation in a usable format.

We will respond within one month. There is no charge.

09 KEEPING IT SAFE AND UP TO DATE

We use reputable providers, limit access to the people who need it, and protect our accounts with strong passwords. THE $1M KIT is aimed at businesses and adults, and the launch list is not intended for anyone under 16.

We may update this policy as the project develops. The date at the top shows when it last changed. If we make a significant change, we will tell people on the launch list by email.

10 CONTACT AND COMPLAINTS

For any question about your information, or to use any of your rights, email **hello@the1mkit.com** or write to Caledonian Braves Football Club Ltd, Merlin House, Mossland Road, Glasgow, G52 4XZ.

If you are unhappy with how we have handled your information, you can complain to the Information Commissioner's Office (ICO) at ico.org.uk. We would appreciate the chance to sort things out with you first.