

Privacy Policy

Effective Date: August 1, 2026

Last Updated: August 2, 2026

1. Introduction

KIT ("KIT," "we," "our," or "us") is committed to protecting your privacy and handling your personal information responsibly.

This Privacy Policy explains what information we collect, why we collect it, how we use it, and the rights you have regarding your personal information.

By using our website or submitting your information, you acknowledge that you have read this Privacy Policy.

2. Information We Collect

We currently collect only the following personal information:

- Email address

We collect your email address only when you voluntarily provide it through our website, such as when you:

- Download a case study
- Subscribe to our newsletter
- Request business insights or resources
- Join our mailing list

We do not intentionally collect sensitive personal information.

3. How We Use Your Information

We use your email address to:

- Deliver the case study or resource you requested.
- Send newsletters.
- Share strategic insights, articles, research, and educational content.
- Notify you about new case studies, reports, products, services, webinars, or events.
- Send marketing and promotional communications related to KIT.
- Improve our communications and understand audience engagement.

We only use your information for the purposes described in this Privacy Policy.

4. Legal Basis for Processing (GDPR)

If you are located in the European Economic Area (EEA), United Kingdom, or Switzerland, we process your personal information under one or more of the following legal bases:

- **Consent** – when you voluntarily provide your email address and agree to receive communications.
- **Legitimate Interests** – where permitted by law, to improve our services and communicate with existing subscribers in a reasonable and proportionate manner.

You may withdraw your consent at any time without affecting the lawfulness of processing carried out before withdrawal.

5. Marketing Communications

By submitting your email address through our website, you consent to receive:

- Case studies
- Newsletters
- Business strategy insights
- Educational content
- Product updates
- Marketing communications from KIT

You can unsubscribe at any time by clicking the **Unsubscribe** link included in every marketing email or by contacting us directly.

Unsubscribing from marketing emails will not affect essential communications related to a resource you specifically requested.

6. Cookies

Our website may use cookies or similar technologies to improve website functionality, measure website performance, and enhance user experience.

You can control or disable cookies through your browser settings. Where required by applicable law, we will request your consent before placing non-essential cookies on your device.

7. Sharing Your Information

We do **not**:

- Sell your personal information.
- Rent your personal information.
- Trade your personal information.
- Share your personal information with third parties for their own marketing purposes.

We may share your information only with trusted service providers that help us operate our business, such as:

- Email delivery platforms
- Website hosting providers
- Analytics providers

These providers are contractually required to protect your information and may process it only on our behalf.

8. International Data Transfers

Your information may be processed or stored in countries outside your country of residence.

Where required by law, we implement appropriate safeguards for international data transfers, including contractual protections where applicable.

9. Data Retention

We retain your email address until:

- You unsubscribe,
- You request deletion,
- Your account or subscription becomes inactive for an extended period, or
- We no longer have a legitimate business need to retain it.

We may retain certain information if required by law or to resolve legal disputes.

10. Your Privacy Rights

Depending on your location, you may have the right to:

- Access your personal information.
- Correct inaccurate information.
- Request deletion of your information.
- Withdraw consent.
- Restrict or object to processing.
- Request a copy of your information in a portable format.
- Lodge a complaint with your local data protection authority.

To exercise these rights, contact us using the details below.

11. California Privacy Rights (CCPA/CPRA)

If you are a California resident, you may have the right to:

- Know what personal information we collect.
- Request deletion of your personal information.
- Correct inaccurate personal information.
- Limit the use of sensitive personal information (if applicable).
- Request access to your personal information.
- Not be discriminated against for exercising your privacy rights.

We do not sell or share personal information as those terms are defined under the California Consumer Privacy Act (CCPA), as amended by the California Privacy Rights Act (CPRA).

12. Children's Privacy

Our website is intended for business professionals and individuals who are at least 16 years of age.

We do not knowingly collect personal information from children.

If you believe a child has submitted personal information, please contact us so we can remove it promptly.

13. Data Security

We use reasonable administrative, technical, and organizational measures to protect your personal information against unauthorized access, disclosure, alteration, or destruction.

Although we strive to protect your information, no method of transmission over the internet or electronic storage is completely secure.

14. Third-Party Services

Our website may use third-party services to operate our website and communications, including:

- Website hosting
- Email delivery
- Website analytics

These providers process personal information only as necessary to provide services to KIT and are required to protect your information.

15. Changes to This Privacy Policy

We may update this Privacy Policy periodically.

When changes are made, we will update the **Last Updated** date at the top of this page.

Material changes will be communicated where required by applicable law.

16. Contact Us

If you have questions about this Privacy Policy or wish to exercise your privacy rights, please contact us.

KIT

Email: support@kitupdate.com

Consent

By submitting your email address through our website, you confirm that:

- You have read this Privacy Policy.
- You understand how your personal information will be used.
- You consent to receive the communications you have requested.
- You understand that you may unsubscribe or withdraw your consent at any time.