

1. About This Privacy Policy

This Privacy Policy explains how personal information is collected and used when you visit or use MatchdayPal. MatchdayPal is operated by Joshua T. Miller ("J.T. Miller") in the United Kingdom. For the personal information described in this policy, J.T. Miller is the person responsible for deciding how and why it is used.

You can contact MatchdayPal about privacy or data-protection matters at hello@matchdaypal.co.uk.

MatchdayPal is an 18+ football supporter platform. It allows supporters to create accounts and profiles, plan or follow matchdays, connect with other supporters, exchange direct messages and, where eligible, use MatchdayPal+ features such as Matchday Memories.

2. Information We Collect

Depending on how you use MatchdayPal, we may collect or process the following types of personal information.

Account and sign-in information. Your email address and authentication information needed for email/password, Google or Apple sign-in. Passwords are handled by the authentication service rather than being made visible to MatchdayPal.

Profile information. This can include your username, country, league, supported club, avatar style or uploaded profile photo, attendance style, interests, 18+ confirmation, sign-in method, privacy preferences, notification and app settings, theme choices, public-profile setting and onboarding progress.

Matchday information. Fixtures you mark as going to or following and plans you choose to share, such as Travelling Alone, Pre-Match Drink or Coffee Meet-Up.

Connections and communications. Connection requests, accepted connections, in-app notifications, blocked-supporter records and direct messages exchanged with connected supporters. Message records can include sender, recipient, message text, fixture link, sent/read times and push-notification status.

Matchday Memories. Where available through MatchdayPal+, this can include a match rating and an optional photograph you upload.

Payment information. For MatchdayPal+ purchases, MatchdayPal may hold a Stripe customer identifier and transaction records such as amount, currency, payment status and Stripe session/payment identifiers. Full card details are handled by Stripe and do not reach MatchdayPal.

Device and technical information. Authentication/session tokens, browser storage and cache data, push-notification subscription/device details, browser information and technical information needed to operate the service. Google Fonts may receive your IP address and browser information when fonts are requested.

Referral information. If you arrive through an invite or referral link, a referral marker may be stored on your device and related referral information may be processed.

3. Information We Do Not Currently Collect

MatchdayPal does not currently request device location and does not collect your precise location through the app. Location-related settings may appear in the interface, but the audited implementation does not request location permission.

MatchdayPal does not currently use Google Analytics, Google Tag Manager, Meta or TikTok advertising pixels, Microsoft Clarity, PostHog or similar advertising/behavioural analytics tools.

MatchdayPal is for adults only. You confirm that you are 18 or over, but MatchdayPal does not currently collect your date of birth or perform independent age verification.

4. How We Use Your Information

We use personal information where it is necessary to provide MatchdayPal and its requested features, to operate and secure the service, to process payments, to support supporter-to-supporter interaction and to meet legal obligations.

This includes using information to:

- create and maintain your account and authenticate you;
- complete onboarding and remember your profile, club and preferences;
- display supporter profiles and matchday activity through the relevant MatchdayPal features;
- manage connections, direct messages, blocking and in-app notifications;
- send browser push notifications where you have enabled them;
- provide MatchdayPal+ and Matchday Memories;
- process and record MatchdayPal+ payments;
- maintain service security, diagnose technical problems and prevent misuse;
- respond to support, privacy, payment or legal enquiries; and
- comply with legal, regulatory, accounting and dispute-resolution requirements.

5. Our Lawful Bases

UK data-protection law requires a lawful basis for processing personal information. The basis depends on why the information is being used.

Contract. We rely on contractual necessity where processing is needed to provide a feature or service you have requested under the MatchdayPal Terms & Conditions - for example, account access, supporter features, messaging and delivery of MatchdayPal+.

Legitimate interests. We may rely on legitimate interests where necessary to operate, secure and improve MatchdayPal, prevent misuse, maintain appropriate service records and support the safe functioning of the platform, provided those interests are not overridden by your rights and interests.

Consent. We rely on consent where the law requires it or where a feature is genuinely optional and consent-based, such as enabling browser push notifications through your device/browser. Where processing is based on consent, you can withdraw that consent.

Legal obligation. We may process or retain information where necessary to comply with a legal obligation, including applicable accounting, tax, regulatory or lawful disclosure requirements.

6. Who Can See Information Within MatchdayPal

MatchdayPal is a social supporter platform, so some information is shared with other supporters as part of the service.

The current implementation allows signed-in non-demo supporters to see profile information and matchday activity belonging to other non-demo supporters. This can include usernames, club/profile information, avatar or profile photo, supporter preferences and fixture plans. Certain privacy settings affect how information is presented within the app.

If you deliberately enable Public Supporter Profile, selected profile information can also be visible without a MatchdayPal sign-in through a public supporter page or invite link. The audited public profile includes username, club, avatar/profile photo and confirmation that the account is 18+.

Direct messages are different: message history is restricted to the two participants in the conversation. Matchday Memories and their photos are intended to be accessible only to the supporter who owns them.

Because supporter-facing visibility can change as MatchdayPal improves its privacy controls, you should use the privacy settings available to you and avoid adding information you would not want shared through the feature in which you provide it.

7. Sharing With Service Providers and Third Parties

MatchdayPal uses third-party services to provide parts of the platform. Personal information may be processed by the following providers or categories of provider where necessary.

Lovable Cloud. Provides infrastructure used for database services, authentication, file storage, server functions and hosting. Account, profile, message and matchday information is processed through this infrastructure.

Google and Apple. If you choose their sign-in methods, identity and email information is processed as part of authentication.

Stripe. Processes MatchdayPal+ checkout and card payment information. MatchdayPal receives transaction/customer identifiers and payment status information needed to provide the purchase; Stripe handles the card details.

Browser push services. Where push notifications are enabled, the push service used by your browser/device - for example services operated by Google, Apple or Mozilla - processes the information necessary to deliver the notification. Current new-message pushes may contain the sender's username and a preview of the message.

Google Fonts. Font requests may disclose technical information such as your IP address and browser information to Google.

API-Football / API-Sports. MatchdayPal uses football-data services for fixtures and scores. The audited implementation does not send supporter personal information to this provider.

We may also disclose information where required by law, to establish or defend legal rights, to respond to a valid lawful request, or where reasonably necessary to protect people or the security of the service.

8. International Processing

Some service providers used by MatchdayPal are international organisations or may process information using infrastructure outside the United Kingdom. Where UK data-protection law treats this as an international transfer, an applicable lawful transfer mechanism or safeguard must be used.

The current technical audit could not confirm the hosting region or every provider's processing location. You can contact hello@matchdaypal.co.uk if you require further information about a particular transfer or safeguard.

9. Browser Storage, Push and Similar Technology

The audited MatchdayPal implementation does not use first-party cookies for normal app operation. It does use localStorage, sessionStorage, caching, a service worker and push-notification technology for functions such as sign-in, profile and fixture caching, referral handling, pending actions and push notifications.

These technologies are explained in more detail in the separate Cookie & Device Storage Policy.

10. How Long We Keep Information

MatchdayPal keeps personal information only for as long as it is reasonably needed for the purpose for which it is used, or where a longer period is required or justified by law, accounting requirements, dispute handling, fraud prevention or security.

The current implementation does not apply fixed automatic retention periods to most personal information. Account data, messages, matchday activity and other records can therefore remain while an account is active unless a feature allows earlier deletion.

Using the current Delete Account function removes the sign-in account, profile, messages, notifications, connections, blocks and matchday activity. The audited implementation does not currently remove Matchday Memories, Matchday Memory photos, push-device records or purchase records as part of that process. Purchase records may also need to be retained where required for financial, legal or dispute

purposes.

Where no fixed period is stated, we consider the nature of the information, why it is needed, legal requirements, risk, security and whether the purpose can be achieved without continuing to hold it.

11. Your Data-Protection Rights

Depending on the circumstances and the lawful basis being used, UK data-protection law may give you rights including:

- the right to be informed about how your personal information is used;
- the right to ask for access to personal information held about you;
- the right to ask for inaccurate or incomplete information to be corrected;
- the right to ask for personal information to be erased in certain circumstances;
- the right to ask for processing to be restricted in certain circumstances;
- the right to object to certain processing, including processing based on legitimate interests;
- the right to data portability where the legal conditions apply; and
- the right to withdraw consent at any time where consent is the lawful basis.

These rights are not absolute and can depend on the circumstances. MatchdayPal does not currently provide an automated data-export tool, but you can make a rights request by emailing hello@matchdaypal.co.uk. We may need to verify your identity before acting on a request.

12. Your Right To Object

You have the right to object to processing based on legitimate interests in certain circumstances. If you object, we will consider your request and whether there are compelling legitimate grounds to continue the processing or whether it is required for legal claims.

You can raise an objection by contacting hello@matchdaypal.co.uk.

13. Account Controls and Deletion

You can edit various profile details and preferences within MatchdayPal. Privacy, public-profile and notification settings provide controls over relevant features, and blocking is available for supporter interactions.

An account-deletion function is available. As explained in section 10, the current deletion process does not yet remove every record associated with the account. You may contact hello@matchdaypal.co.uk if you want to make an erasure request concerning information that remains after account deletion, subject to any lawful reason MatchdayPal may have to retain particular records.

14. Security

MatchdayPal uses technical access controls intended to restrict access to stored information. The audited implementation includes database access rules, server-side payment and account-deletion operations, Stripe webhook signature checking and expiring links for Matchday Memory photos.

No online service can guarantee absolute security. You should protect your sign-in credentials, use a secure email account and sign out on devices you do not control.

15. 18+ Service

MatchdayPal is intended only for people aged 18 or over. During onboarding, supporters must confirm that they are 18 or over. MatchdayPal does not intentionally offer the service to children and does not currently collect a date of birth as part of age confirmation.

If you believe a person under 18 is using MatchdayPal or that personal information relating to a child has been provided to the service, contact hello@matchdaypal.co.uk.

16. Automated Decision-Making

The audited MatchdayPal implementation does not use solely automated decision-making or profiling that produces legal or similarly significant effects on supporters.

17. Marketing

The audited MatchdayPal implementation does not currently send marketing newsletters or custom promotional emails and does not contain advertising-tracking pixels. If MatchdayPal introduces marketing communications or tracking in future, this policy and any required consent choices will be updated before that processing begins.

18. Complaints

If you have a concern about how MatchdayPal uses your personal information, please contact hello@matchdaypal.co.uk first so that the issue can be reviewed.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK's data-protection regulator. Information about making a complaint is available at ico.org.uk.

19. Changes to This Policy

We may update this Privacy Policy when MatchdayPal's features, providers, legal obligations or data practices change. Where a change materially affects how personal information is used, we will take reasonable steps to bring the change to supporters' attention before or when it takes effect.

This policy should be read alongside the MatchdayPal Terms & Conditions and Cookie & Device Storage Policy.

20. Contact

Privacy and data-protection enquiries: hello@matchdaypal.co.uk.

MatchdayPal is operated by Joshua T. Miller ("J.T. Miller") in the United Kingdom.

Document Status

Version 1.0 - Effective 24 September 2026.

This policy reflects the MatchdayPal implementation identified in the read-only privacy and legal audit available at the time of drafting. Where the audit could not confirm a live configuration, this policy does not claim that configuration as a fact.