

APPLIES TO: THE CPG TRIBE WAITLIST AT CPGTRIBE.AI

CPG tribe Waitlist Terms

These terms apply when you register your interest in CPG tribe through cpgtribe.ai.

Last updated: 28 July 2026

A KEY POINT FROM THE TERMS

Joining the waitlist does not guarantee acceptance.

Invitation and admission decisions remain at our discretion. They may be supported by administrative or technical tools, but a person will remain responsible for final admission decisions.

KEY CLAUSES

The waitlist terms at a glance.

01 · ACCESS Access may be limited, phased, invitation-only or subject to an eligibility or verification review. Nothing on the waitlist page constitutes a binding offer to provide access on particular terms.	02 · ELIGIBILITY Joining the waitlist does not guarantee acceptance. Invitation and admission decisions remain at our discretion.
03 · COMMUNICATIONS These communications are part of operating the waitlist. They are separate from optional marketing communications.	04 · PRE-LAUNCH The waitlist relates to a pre-launch service. We may update these terms from time to time.

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Who operates the waitlist

The CPG tribe waitlist is currently operated by Fiona Fitz Consulting Ltd, a company registered in the Isle of Man under company number 132833C , with its registered office at IM9 5AS Isle of Man

In these terms, "CPG tribe", "we", "us" and "our" refer to Fiona Fitz Consulting Ltd while it operates the waitlist.

These terms apply when you register your interest in CPG tribe through cpgtribe.ai.

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What joining the waitlist means

Joining the waitlist:

- records your interest in CPG tribe;
- allows us to assess whether CPG tribe may be relevant to you and your business;
- allows us to contact you about your waitlist status and possible future access.

Joining the waitlist is not:

- a purchase or subscription;
- a reservation of a place;
- a guarantee that you will be offered access;
- an agreement to provide particular features, services or pricing;
- the creation of a CPG tribe platform account.

Access may be limited, phased, invitation-only or subject to an eligibility or verification review.

Any information published about planned pricing, membership, features, launch dates or platform functionality may change before launch. Nothing on the waitlist page constitutes a binding offer to provide access on particular terms.

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Who may join

The waitlist is intended for people aged 18 or over acting in a business or professional capacity.

We may limit waitlist membership or platform access to founders, senior leaders, operators or other people whose businesses or roles are relevant to CPG tribe.

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Information requested

We may ask for:

- your name;
- your business email address;
- your brand or company name;
- your role;
- your company's approximate revenue band;
- your industry or product category;
- other limited information relevant to assessing eligibility or platform fit.

Please do not submit health information or other sensitive personal information through the waitlist form.

Our separate CPG tribe Waitlist Privacy Notice explains how we use and protect your personal information.

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Eligibility and invitations

We may use the information you provide to:

- assess whether CPG tribe is currently relevant to you;
- verify your role or professional identity;
- maintain an appropriate mix of members, categories, business stages and experience;
- prioritise or sequence invitations.

Joining the waitlist does not guarantee acceptance.

Invitation and admission decisions remain at our discretion. They may be supported by administrative or technical tools, but a person will remain responsible for final admission decisions.

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Waitlist communications

We may send you administrative emails concerning:

- confirmation that we received your registration;
- questions or verification relating to your application;

- your waitlist status;
- an invitation to apply for or create an account;
- material changes to the waitlist;
- changes to the organisation operating CPG tribe;
- privacy, security or legal matters affecting your registration.

These communications are part of operating the waitlist and are separate from optional marketing communications.

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Optional communications

Where you separately choose to receive them, we may send:

- CPG and AI intelligence;
- founder stories;
- editorial updates;
- event information;
- platform news;
- offers and promotional communications relating to CPG tribe.

Joining the waitlist does not require you to agree to these communications.

You may unsubscribe at any time using the link in an email or by contacting fiona@fionafitzconsulting.com.

Unsubscribing from optional communications will not automatically remove you from the waitlist unless you also ask us to delete your waitlist entry.

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Moving from the waitlist to a platform account

If you are invited to join the live CPG tribe platform, we will explain what you need to do.

A platform account will not be created merely because you joined the waitlist. You will need to take an active signup step and accept the platform's Terms and Conditions and Privacy Notice.

Those documents will govern your use of the live platform.

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Leaving the waitlist

You may ask to be removed from the waitlist at any time by contacting fiona@fionafitzconsulting.com.

We will delete your waitlist information within a reasonable period, subject to any limited information we need to retain for legal, security or unsubscribe-suppression purposes.

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Changes to the waitlist

The waitlist relates to a pre-launch service.

We may:

- change the registration process;
- pause or close registrations;
- change eligibility criteria;
- delay or change the launch;
- change planned pricing or features;
- decide not to launch the platform;
- withdraw the waitlist.

We may update these terms from time to time.

The version displayed when you submit your registration will apply to that registration. If we make a material change affecting existing waitlist members, we will provide appropriate notice.

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Liability

We do not guarantee that:

- CPG tribe will launch;
- you will be invited to join;
- the platform will contain particular features;
- any indicative pricing or launch date will remain unchanged.

Nothing in these terms excludes or limits liability that cannot lawfully be excluded or limited, including liability for fraud or for death or personal injury caused by negligence.

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Governing law

These terms are governed by the laws of the Isle of Man.

The courts of the Isle of Man will have exclusive jurisdiction over disputes relating to these terms.

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Contact

Questions about the waitlist may be sent to:

Fiona Fitz Consulting Ltd

IM9 5AS

fiona@fionafitzconsulting.com