

WiseTap Ltd - signed legal pack

Counsel sign-off: 6 September 2026. This PDF is the dated record of the six public notices as signed: Terms, Privacy, Cookies, Refunds, DPA and Accessibility. Live pages: wisetap.co.uk/terms and the same paths for the others. Stable download: wisetap.co.uk/legal/pack.pdf.

Trader: WiseTap Ltd (company number 15646517), whose registered office is at 163 Woodland Gardens, Isleworth, United Kingdom, TW7 6LX. Phone 0330 043 8860. Support hello@wisetap.co.uk. Shop info@wisetap.co.uk. Privacy privacy@wisetap.co.uk.

We are a UK data controller. Our application to the Information Commissioner's Office for the data protection fee that applies to a commercial organisation has been submitted; we are waiting for the ICO to issue the registration number. It will be published in this paragraph as soon as it appears on the register. You can complain to the ICO at ico.org.uk or 0303 123 1113 whether or not a number is shown yet.

Signed findings: the company is named with its Companies House number and registered office; the ICO data-protection-fee application has been submitted and the number will be published when issued; processors are named below; cancellation and downgrade match the product and the Consumer Contracts Regulations 2013. Shopify shop templates must be edited in the Shopify admin to match Refunds and Privacy. Paid advertising stays off until the ICO number is on /privacy.

Terms of Service

These terms are issued by WiseTap Ltd (company number 15646517), whose registered office is at 163 Woodland Gardens, Isleworth, United Kingdom, TW7 6LX ("WiseTap", "we", "us"). We trade as WiseTap. English law applies. UK consumers keep every right they have under the Consumer Rights Act 2015 and the Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013.

1. The agreement

These terms are the contract between you and WiseTap Ltd (company number 15646517), whose registered office is at 163 Woodland Gardens, Isleworth, United Kingdom, TW7 6LX. They cover the website, the app hosts (app, tap and id), public pages, NFC chip activation, and paid plans when Checkout is open. Hardware sold on the Shopify store at wisetap.co.uk is also sold by us; that checkout has its own Shopify terms, and the Refunds page applies to both.

By creating an account or using the service you agree to these terms and to the Privacy Policy. If you collect contacts, the DPA is part of this contract.

2. Who can use WiseTap

You must be 18 or over to hold an account or buy a paid plan. You must give a real email you control. If you use WiseTap for a business, you confirm you can bind that business. We may refuse or close an account that is abusive, unlawful or a risk to other users.

3. The service

WiseTap provides digital pages, NFC chip activation, QR codes, vCard, a lock-screen web card, email signatures, video-call backgrounds, contact forms, optional AI chat, short links and insights. Free features stay free for as long as the account exists. They are not a trial.

Paid plans (Starter, Pro, Premium), when billing is open, are billed in GBP as shown at checkout - currently a monthly price billed annually unless we say otherwise. Prices on the site are the prices we intend to charge; the checkout price is the contract price. We are not currently registered for VAT. If we become VAT-registered, VAT will be shown before you pay. We will not silently add a £0 tax line.

We may change features, fix bugs and take the service down for maintenance. We do not promise uninterrupted availability. If we withdraw a paid feature we will say so and, if you have prepaid, handle it fairly (credit, substitute, or a refund of unused time).

4. Your account and pages

You are responsible for what you publish and for anyone you invite. Keep sign-in details safe. Do not publish anything illegal, infringing, hateful, pornographic involving anyone under 18, or misleading about who you are. Do not collect children's data. We may unpublish a page or suspend an account that breaks these rules or UK law.

You grant us a licence to host, cache and display your content so the service works (including images on our London S3 bucket and pages on tap.wisetap.co.uk). The content stays yours. You can delete a page or the whole account from Settings.

Changing a page username changes its public URL. Printed QR codes or NFC that pointed at the old username URL will 404. Chip codes on `/p/CODE` and `/t/CODE` keep working. Check printed assets before you rename a page.

5. Chips and hardware

A chip is bound to your account when you activate it. You may point it at any of your pages, pause it or leave it unclaimed after you delete the account. We do not rewrite the NFC URL after minting; the code in the path is the identity. Cards, keychains, plates and stands bought from the shop are a one-off purchase (a card is typically £25). Title and risk pass on delivery. Consumer cancellation and faulty-goods rights are on the Refunds page. Review-mode chips keep working on Free; they do not need a paid plan.

6. Leads

Contacts captured through your page belong to you. You must have a lawful basis to use them. We process them only as your processor, under the DPA. Do not use WiseTap to spam. Marketing follow-ups need the consent tick; a single transactional reply to what they asked is different.

7. AI features

The optional assistant answers from knowledge you approve. It can be wrong. It is not legal, medical or financial advice. You must not paste secrets, special-category data or other people's private information into the knowledge base. We redact obvious credentials before a model sees the text; that is a safeguard, not a promise that nothing sensitive will ever leave the box. Visitor chat is off on Free; a page that still shows the block after a downgrade will not answer.

8. Acceptable use

- ? No malware, phishing, scraping other people's pages at scale, or overloading the service.
- ? No using the API or forms to send unsolicited marketing in your name or ours.
- ? No impersonation, and no claiming a username you have no right to.
- ? No short links to illegal, malware or fraud destinations. We may flag or disable a link.

9. Subscriptions and cancellation

Paid plans renew at the end of the billed period until you cancel in the Stripe Customer Portal (or by emailing hello@wisetap.co.uk or calling 0330 043 8860 if the portal is unavailable). Cancel at any time; you keep access until the period you have paid for ends. We do not pro-rate unused time after the cooling-off window except as the Refunds page says.

UK consumers have 14 days from the contract to cancel a distance digital service under the Consumer

Contracts Regulations 2013. If you ask us to start the paid service immediately (which Checkout will state), and you then use paid features, you may lose that cooling-off right for the used part. We will say so before you pay. Hardware cooling-off is counted from delivery; see Refunds.

To cancel by notice, email hello@wisetap.co.uk or info@wisetap.co.uk (hardware), or write to the registered office. A model form is on the Refunds page. A plain email with the same facts is enough. Deleting the account from Settings cancels any Stripe subscription immediately so you are not charged again. Business customers (buying as a company) do not have the consumer cooling-off right.

10. Downgrade

If you move to a cheaper plan or cancel and fall back to Free, we do not delete your content.

? Pages, blocks, contacts, chips and uploaded files stay in the account.

? You cannot create more pages, blocks or short links than the new plan allows. Extra pages already in the account stay; they remain visible to visitors if they were published.

? Chips stay unlimited. Review mode on a chip keeps working on Free.

? Existing short links keep redirecting so printed QRs do not break. You cannot create or edit them, and click-level stats pause, until you upgrade again.

? The WiseTap mark returns on the public page if hide-logo was a paid feature. A verified badge is removed.

? Features the new plan does not include cannot be newly enabled. Visitor AI chat returns 402. An existing theme already saved on the page may still render until you change it. Locked blocks that are already configured stay on the page.

? Insights history follows the new plan's window (28 / 90 / 365 days, or lifetime on Premium).

11. Fees, chargebacks and taxes

Failed payments may suspend paid features until Stripe succeeds or you downgrade. Chargebacks that go against you may lead to suspension. You are responsible for any tax that applies to your use of the service, other than taxes we are legally required to collect.

12. Intellectual property

The product, brand, design system and software are ours (or our licensors'). You may not copy the product, reverse-engineer it except where the law allows, or use "WiseTap" in a way that suggests we endorse you. Feedback you send we may use without paying you.

13. Third-party services

Sign-in with Google or GitHub, Stripe Checkout, Shopify, and any URL you put on your page are those parties' services. Their terms apply to that part. We are not responsible for a third-party outage or for content on a site you link to.

14. Availability and changes

We will try to keep the service up and to warn of planned downtime. For consumers, digital content must still be as described, fit for purpose and of satisfactory quality, and services must be performed with reasonable care and skill (Consumer Rights Act 2015). Material changes to these terms will be emailed or shown in the product at least 14 days before they take effect, except where a change is required by law or to stop abuse. Continued use after that notice is acceptance. If you do not agree, cancel and delete the account.

15. Liability

Nothing in these terms excludes or limits liability for death or personal injury caused by negligence, fraud or fraudulent misrepresentation, or any liability that UK law does not allow us to limit. For consumers, your statutory rights under the Consumer Rights Act 2015 stay intact.

For everything else, our total liability to you in a contract year is limited to the fees you paid us in that year, or £100 if you are on Free. We are not liable for lost profits, lost data you could have exported, or indirect loss. This cap applies to contract, tort (including negligence) and statutory duty so far as the law allows.

16. Indemnity (business users)

If you use WiseTap in the course of a business, you will indemnify us against claims that arise from your content, your leads, or your breach of these terms, including a claim that you processed a visitor's data without a lawful basis.

17. Suspension and termination

You may stop at any time by cancelling a paid plan and deleting the account. We may suspend or close an account for breach, unpaid fees, legal risk or prolonged inactivity on a Free account with no page. After deletion, chips return to unclaimed. Sections that need to survive (liability, IP, governing law, fees already due) do survive.

18. Complaints

Email hello@wisetap.co.uk or call 0330 043 8860. We aim to acknowledge within two working days and to respond substantively within 14 days. If you are a consumer and we cannot agree, you may use the courts of England and Wales (or your home courts in Scotland or Northern Ireland). We are not a member of an ADR scheme. We do not use the EU ODR platform.

19. Governing law

These terms are governed by the law of England and Wales. Courts of England and Wales have exclusive jurisdiction, except that a consumer who lives in Scotland or Northern Ireland may also bring a claim in their home courts.

20. Contact

hello@wisetap.co.uk ? info@wisetap.co.uk ? 0330 043 8860. WiseTap Ltd (company number 15646517), whose registered office is at 163 Woodland Gardens, Isleworth, United Kingdom, TW7 6LX.

Privacy Policy

1. Who we are

The controller of account, billing, chip and support data is WiseTap Ltd (company number 15646517), whose registered office is at 163 Woodland Gardens, Isleworth, United Kingdom, TW7 6LX. Contact privacy@wisetap.co.uk.

We are a UK data controller. Our application to the Information Commissioner's Office for the data protection fee that applies to a commercial organisation has been submitted; we are waiting for the ICO to issue the registration number. It will be published in this paragraph as soon as it appears on the register. You can complain to the ICO at ico.org.uk or 0303 123 1113 whether or not a number is shown yet.

When a visitor leaves their details on your page, you are the controller of that lead. We process it on your instructions under the DPA.

Hardware checkout on wisetap.co.uk is run on Shopify. Shopify's shop notice covers that checkout. This page is the notice for WiseTap accounts, public pages, chips and the app hosts (app, tap and id).

2. Who this covers

? People who create a WiseTap account or buy hardware from the WiseTap shop.
? Visitors who open a public page, tap a chip, scan a QR code or use a short link.
? People whose details are submitted on a page (leads). Their rights are against the page owner; we help the owner respond.

3. What we collect

Account holders: email, name, username, sign-in provider (Google, GitHub or magic link), profile photo from that provider if you use one, plan, Stripe customer and subscription ids when billing is live, marketing-consent flag and timestamp, pages you publish, chip codes and activation records, short links, AI-assistant knowledge you upload, and emails you send us.

Visitors: if you accept insights, a first-party visitor id, a per-page session id, the event type, optional chip or block id, referrer host, country from the Vercel edge, and a coarse device class. If you reject or ignore the banner we do not write those ids and we do not send /api/track from your browser. Forms may collect name, email, phone, company, message, custom answers and a marketing consent tick for the page owner. AI chat stores messages against a random tab token (wt_ai_session). Short-link clicks store country, device class and referring host, not a visitor id.

Hardware orders: Shopify is a separate controller for checkout, payment and shipping. We receive what we need to reserve and activate a chip (typically an order email, order reference and the chip code).

4. Lawful bases (UK GDPR)

? Account, pages, chips, forms, short links and lead inbox - contract (Art 6(1)(b)).
? Payment and invoices - contract; legal obligation for tax records (Art 6(1)(c)).
? Security, abuse prevention, rate limits, debugging - legitimate interests (Art 6(1)(f)).
? Product marketing email - consent (Art 6(1)(a) and PECR).
? First-party insights cookies and localStorage - consent (PECR).
? Leads for a page owner - we are the processor; the owner must have their own basis.
? Staff social monitor of WiseTap's own Facebook and Instagram comments - legitimate interests.

5. Marketing (PECR)

We only send WiseTap news, offers or "plans are open" mail if you ticked the marketing box. You can turn it off in Settings or use the unsubscribe link. Transactional messages are not marketing. Follow-up mail a page owner sends to a lead is the owner's marketing and needs the consent tick.

6. Cookies

Session cookies for sign-in, CSRF, page gates, the consent choice and a pending chip code are strictly necessary. Optional first-party visitor and session ids are used only for Insights. We do not run Google Analytics, a Meta pixel, or advertising cookies on the app hosts. The Shopify shop has its own cookies. Full list on /cookies.

7. Processors

We use these organisations to run the service. Each is bound to process only on our instructions (or yours, for lead data).

? Vercel Inc. - Hosting, CDN, serverless functions, cron, optional AI Gateway (EU / US)
? Neon, Inc. - Postgres for accounts, pages, leads, events and short links (UK / EU (project region))
? Amazon Web Services EMEA SARL - S3 for images and files you upload. Bucket region eu-west-2 (London) (UK)
? Resend, Inc. - Transactional email (magic links, lead alerts, chip codes, owner follow-ups) (US / EU)
? Google Ireland Limited - Google sign-in. Safe Browsing checks on short-link targets when that key is set (EEA / US)

? GitHub, Inc. - GitHub sign-in (US)
? Stripe Payments Europe, Ltd - Subscriptions and card payments when Checkout is open (EEA / US)
? Upstash, Inc. - Distributed rate limits in production (US / EU)
? Functional Software, Inc. (Sentry) - Error monitoring, when a DSN is configured (US / EU)
? Model providers behind Vercel AI Gateway (including OpenAI, Inc. and Google) - Visitor chat, knowledge split and comment sentiment - only when AI is enabled on a page (US / EU)
? Meta Platforms Ireland Limited - Staff-only monitor of WiseTap's own Facebook and Instagram comments. Not used on customer pages (EEA / US)

Shopify International Ltd runs the hardware shop. It is a controller of shop-checkout data, not our sub-processor for the app. If you later connect a webhook, Zapier or a CRM, that destination is your processor, not ours.

8. International transfers

Some processors are in the United States. When a transfer is not covered by a UK adequacy regulation we use the UK IDTA, or the EU SCCs plus the UK Addendum. Where a processor is certified under the UK Extension to the EU-US Data Privacy Framework we may rely on that. Uploaded images stay in AWS eu-west-2 (London) unless you yourself publish a URL hosted elsewhere.

9. Retention

? Account, pages, blocks, chips, short links, AI knowledge - until you delete the account or the item.
? Contacts / leads - until the owner deletes the contact or the account.
? Insights events - the window on the owner's plan, then dropped from the readable store.
? Email logs - up to 12 months. Billing - 6 years from the end of the tax year where the law requires. Support mail - up to 24 months. Consent - 365 days.

Delete your account from Settings. Chips return to unclaimed. We may keep a thin billing or abuse record where the law or a legitimate security interest requires it.

10-12. What we do not do; AI; security

We do not sell personal data, use leads for WiseTap marketing, run third-party advertising pixels on public pages, or use visitor chat to train a public model. Insights are counts. There is no solely automated decision that produces legal effects. TLS in transit, hashed page and block passwords, httpOnly session and gate cookies, origin checks and rate limits on public writes.

13. Your rights

Under UK GDPR you can ask for access, rectification, erasure, restriction, portability and to object to processing based on legitimate interests. Email privacy@wisetap.co.uk. We will respond within one month. There is not yet a one-click account archive; email us and we will send a structured copy. You can complain to the ICO at ico.org.uk or 0303 123 1113.

14-16. Children, changes, contact

The service is not aimed at under-13s. Accounts and paid contracts are for people 18 or over. Material changes are posted with a new last-updated date. privacy@wisetap.co.uk. WiseTap Ltd (company number 15646517), whose registered office is at 163 Woodland Gardens, Isleworth, United Kingdom, TW7 6LX.

Cookie Policy

The controller is WiseTap Ltd (company number 15646517), whose registered office is at 163 Woodland Gardens, Isleworth, United Kingdom, TW7 6LX. This notice covers cookies and similar storage on app.wisetap.co.uk, tap.wisetap.co.uk, id.wisetap.co.uk, and any Next.js marketing host we operate. The

hardware shop at wisetap.co.uk is a Shopify storefront; Shopify sets its own cookies there (shopify.com/legal/cookies). This page does not govern Shopify's cookies.

Strictly necessary

? authjs.session-token / __Secure-authjs.session-token - keeps you signed in. Session / rolling.
? authjs.csrf-token, authjs.callback-url, PKCE cookies - finish Google / GitHub / magic-link sign-in. Short-lived.
? wt_consent (cookie and localStorage) - remembers Accept or Reject. 365 days.
? wt_profile - which page is open in the editor. 1 year.
? wt_pending_chip - chip you just tapped. 14 days.
? wt_pw_..., wt_age_..., wt_block_... - signed gates. Up to 7 days.
? wt_meta_oauth - staff-only Facebook login state. Minutes.
? wt_onboarded (localStorage) - skips the PWA splash.

Insights (optional, only if you Accept)

? wt_vid (localStorage) - first-party visitor id.
? wt_s:... (localStorage) - per-page session, 30 minutes idle.
? wt_ai_session (sessionStorage) - random tab token for the assistant.

No advertising cookies. No Google Analytics. No Meta pixel from us. Reject means we do not write those ids and we do not send /api/track. TAP / chip redirects still work.

Refunds and cancellation

This is the cancellation and refund policy for WiseTap Ltd (company number 15646517), whose registered office is at 163 Woodland Gardens, Isleworth, United Kingdom, TW7 6LX. It does not take away rights under the Consumer Rights Act 2015 or the Consumer Contracts Regulations 2013.

1. Hardware

Cards, plates, stands and keychains are a one-off purchase (a card is typically £25). UK consumers have 14 days after delivery to cancel for any reason. The shop also offers a 30-day goodwill return for unused stock accessories. The longer period applies. Email info@wisetap.co.uk or hello@wisetap.co.uk, or call 0330 043 8860. Return address: 163 Woodland Gardens, Isleworth, United Kingdom, TW7 6LX. Once we receive it (or you show it is on the way) we refund the price and standard outbound postage within 14 days to the original payment method. Sale or promotional pricing does not remove a statutory right. Accessories printed to your specification may not have a cooling-off right; faulty-goods rights still apply.

2. Faulty or dead chips

CRA 2015: short-term reject (30 days) for a full refund, then repair or replacement, then a further refund if that fails. Email hello@wisetap.co.uk or info@wisetap.co.uk with the order reference and the code printed on the accessory.

3. Subscriptions

UK consumers have 14 days from the day you subscribe to cancel a distance digital service. If Checkout asked you to start immediately and you then used a paid feature, we may deduct an amount in proportion to what you used. After that window, cancel in the Stripe Customer Portal; you keep access until the end of the period already paid. Deleting the account cancels Stripe immediately; that is not a pro-rata refund of the current period. Business customers buying as a company do not have the consumer cooling-off right.

4. How to cancel

Email hello@wisetap.co.uk or info@wisetap.co.uk, call 0330 043 8860, or write to the registered office. Model

form: "I hereby give notice that I cancel my contract for the supply of the following: [hardware / Starter / Pro / Premium], ordered on [date], name [], address [], email []."

5. Shop checkout

Hardware paid on wisetap.co.uk is processed by Shopify. If the shop notice and this page differ on a statutory right, this page and the Regulations win.

Data Processing Addendum

This DPA is part of the Terms when you use WiseTap to collect, store, email or export contacts, form answers, assistant messages or insights about visitors. You are the controller of that data. WiseTap Ltd (company number 15646517), whose registered office is at 163 Woodland Gardens, Isleworth, United Kingdom, TW7 6LX is the processor. It is intended to meet UK GDPR Article 28. Account data is not in scope - we are the controller of that.

Details of processing

Subject matter: hosting and delivering lead data and visitor events. Duration: for as long as you have an account, or until you delete the record. Nature: store, display, email alerts, send a follow-up you start, export if your plan allows, count events, run the optional assistant. Types: name, email, phone, company, message, custom answers, marketing consent, source, chip, time, country, device class, referrer host, visitor/session ids if they accepted insights, assistant messages.

Special-category data is not required. Do not configure forms to collect it. If an instruction appears to infringe the UK GDPR or PECR we will tell you immediately and we may refuse that instruction.

Sub-processors

You authorise the processors listed in the Privacy Policy (repeated above). If we add or replace a sub-processor we will update that list. You may object within 14 days. Transfers outside the UK use the UK IDTA, or the EU SCCs plus the UK Addendum, or the UK Extension to the EU-US Data Privacy Framework.

Breach, deletion, audits, law

We will tell you without undue delay of a personal-data breach affecting your lead data so you can meet your 72-hour ICO duty. You can delete a contact, a page or the account. A full account copy is available on request to privacy@wisetap.co.uk within one month. Within 30 days of deletion we delete or anonymise processor copies except where UK law requires a longer keep. You may audit once per year on 30 days' notice. Liability follows the Terms. England and Wales. Each party remains responsible to the ICO for its own role.

Accessibility statement

This statement is issued by WiseTap Ltd (company number 15646517), whose registered office is at 163 Woodland Gardens, Isleworth, United Kingdom, TW7 6LX. We aim to meet WCAG 2.2 Level AA on marketing pages and on public profiles. It sits with the Equality Act 2010. We are a private company; the Public Sector Bodies Accessibility Regulations 2018 do not apply. Last reviewed 6 September 2026. Self-assessed, not a third-party audit.

Scope: marketing pages we serve; public profiles on tap.wisetap.co.uk; sign-in, register and the editor. Shopify and Stripe checkouts are outside this statement. Email hello@wisetap.co.uk or call 0330 043 8860. We will acknowledge within five working days. Enforcement: Equality Advisory and Support Service or the Equality and Human Rights Commission, or the courts under the Equality Act 2010.

Sign-off

Signed for WiseTap Ltd (company number 15646517) on 6 September 2026. Entity, ICO (application pending), processors and cancellation are in this pack. Keep this file. When the ICO issues a number, publish it on /privacy and issue a new dated pack.