

RETINAL.INFO — LEGAL DOCUMENT

Terms of Service.

The agreement between Retinal and the tradespeople who subscribe to our AI receptionist service — what we provide, what it costs, and the responsibilities on each side.

DOCUMENT

Terms of Service

VERSION

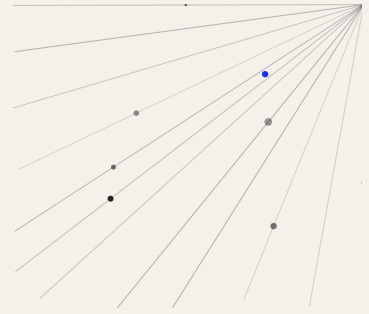
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8 June 2026

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ZB 891 204



Terms of Service.

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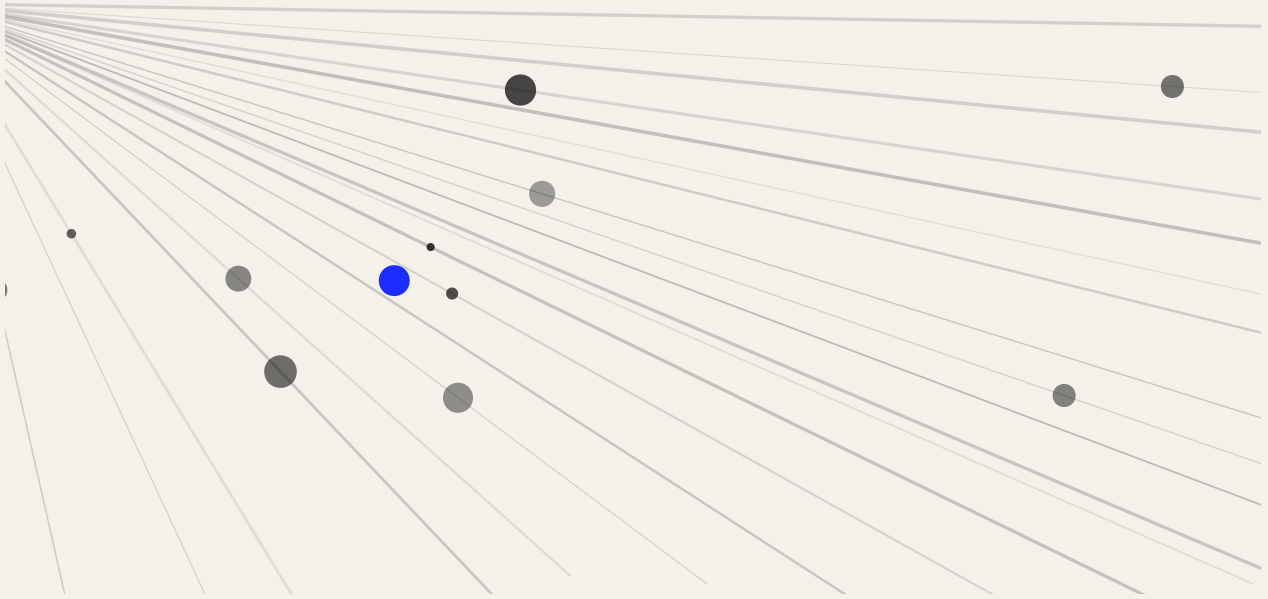
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These terms govern your use of Retinal. By subscribing to the service you agree to them. Please read them alongside our Privacy Policy, which forms part of this agreement and explains how personal data is handled.

01

PARTIES

About these terms



These Terms of Service are a contract between you (the **Client** — the tradesperson or trade business subscribing to the service) and **Retinal**, a sole trader resident in the United Kingdom and trading as Retinal (retinal.info), ICO registration **ZB 891 204** (“we”, “us”, “our”). They take effect when you start using the service or when your subscription begins, whichever is earlier.

02

THE SERVICE

The service



Retinal is a done-for-you, managed AI receptionist service for tradespeople. In summary, we:

- Answer inbound calls to your business that you are unable to take, using an automated AI assistant.
- Use a knowledge document you provide about your business to help the assistant respond in context.
- Capture the caller's name, number, postcode and a description of the job.
- Record and transcribe each call.
- Send you a structured summary of each call (a “lead”) by WhatsApp.

We set up and manage the service on your behalf. The assistant captures enquiries; it does not carry out the work, agree prices or make bookings on your behalf (see section 10).

03

ELIGIBILITY

Who can use Retinal



Retinal is a business-to-business service intended for tradespeople and trade businesses operating in the United Kingdom. By subscribing you confirm that you are using the service for business purposes and that you are authorised to enter into this agreement on behalf of your business. The service is not directed at consumers or at children.

04

BILLING

Subscription, fees and billing



ITEM	AMOUNT	NOTES
Monthly subscription	£149 / month	Includes 150 minutes of call handling per month
One-off setup fee	£99	Charged once, at the start of your subscription
Overage	£0.80 / minute	For call minutes used beyond the 150 included each month

Fees are billed by direct debit through our payment provider, **GoCardless**. By subscribing you authorise us to collect the setup fee, the recurring monthly subscription and any overage charges by direct debit. The monthly subscription is collected in advance; overage for a given month is collected in arrears. Unless stated otherwise, prices are in pounds sterling. Any applicable taxes will be added where required. If a payment fails, we may suspend the service until payment is made.

05

USAGE

Included minutes and overage



Each monthly subscription includes **150 minutes** of call handling. Minutes are measured across calls answered by the assistant in the billing month and do not roll over to the next month. Once you pass 150 minutes, additional minutes are charged at **£0.80 per minute** and billed in arrears. We will make reasonable efforts to make your usage visible to you, but it is your responsibility to monitor it.

06

CANCELLATION

Cancellation and your rolling term

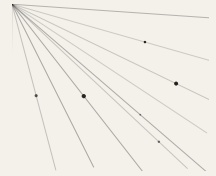


Your subscription runs on a **30-day rolling basis**. You may cancel at any time by giving **30 days' notice** by email to hish@retinal.info. Your service will continue, and remain billable, until the end of the 30-day notice period. The one-off setup fee is non-refundable. We do not provide pro-rata refunds of the monthly subscription for the notice period.

07

CONTROLLER

Your obligations as Data Controller



When Retinal answers calls on your behalf, **you are the Data Controller** for your callers' personal data and Retinal is your **Data Processor**. As controller, you agree to:

- Have a lawful basis for the calls we handle on your behalf (typically your legitimate interest in handling inbound business calls).
- Provide your own customers with the information they are entitled to under data protection law, including that their calls may be recorded and handled by an AI assistant. Our assistant informs callers at the start of each call, but you remain responsible as controller for your own privacy information.
- Make sure the knowledge document and instructions you give us are accurate and that you are entitled to share their contents.
- Respond to any data subject requests from your own customers, with our support as your processor.
- Use the leads and recordings we provide only for legitimate purposes connected with your business.

We process caller personal data only on your documented instructions, which are set out in this agreement and the Privacy Policy, except where the law requires otherwise.

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PROCESSOR

Our obligations as Data Processor



Acting as your processor for caller data, we agree to:

- Process caller personal data only on your instructions and to provide the service.
- Apply appropriate technical and organisational security measures.
- Use only the sub-processors listed in our Privacy Policy, and keep that list current.
- Apply the retention periods set out in the Privacy Policy — recordings for 30 days, transcripts for 12 months — and delete caller personal data within 30 days of the end of your contract.
- Tell you without undue delay if we become aware of a personal data breach affecting your data, and assist you in meeting your obligations.
- Make available the information needed to demonstrate compliance with our processor obligations.

For your own account and billing data, Retinal is the controller, as explained in the Privacy Policy.

09

ACCEPTABLE USE

Acceptable use



You agree not to use Retinal:

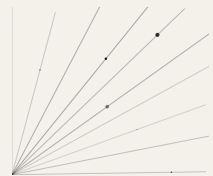
- For any unlawful, fraudulent or misleading purpose.
- To handle calls for a business or activity that is unlawful or that you are not entitled to operate.
- In a way that infringes the rights of any other person, or that would put us in breach of our agreements with our sub-processors.
- To capture special category data or payment-card details through the assistant.
- To attempt to interfere with, reverse-engineer or disrupt the service.

We may suspend or end the service if the service is used in breach of this section.

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DISCLAIMERS

What the service does and does not do



Retinal captures enquiries so that you can follow them up. To set expectations clearly:

- **The assistant never quotes prices.** It does not give quotes, estimates or pricing of any kind on your behalf.
- **Bookings require your confirmation.** The assistant does not make firm bookings or commitments. Any job is only confirmed when you follow up and confirm it with the customer.
- The assistant captures the information a caller provides; it cannot guarantee that the information is accurate or complete.
- Automated speech recognition and AI summarisation can contain errors. You should review each lead before acting on it.

You are responsible for following up on leads and for any work you agree to carry out. We are not a party to any contract between you and your customers.

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AVAILABILITY

Service availability



Retinal is operated by a single person and depends on third-party services including telephony, AI and messaging providers. We aim to keep the service running reliably, but we do **not offer a guaranteed level of uptime** and the service is provided on an “as available” basis. The service may be unavailable or interrupted because of maintenance, third-party outages or events outside our reasonable control, and calls may occasionally be missed or mishandled. We will make reasonable efforts to restore the service promptly. You should keep your own means of receiving calls available as a backup.

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LIABILITY

Liability



Nothing in these terms limits liability that cannot be limited by law, such as liability for death or personal injury caused by negligence, or for fraud.

Subject to that, and to the maximum extent permitted by law:

- We are not liable for missed calls, lost leads, lost business, lost profits or other indirect or consequential losses arising from your use of, or inability to use, the service.
- Our total liability to you for all claims arising in any 12-month period is limited to the greater of **one month's subscription fees** or **£500**.

Because the service relies on automated systems and third parties, you accept that it will not be error-free and that you remain responsible for your own business decisions.

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TERMINATION

Termination



You may cancel as described in section 6. We may suspend or end the service by giving you reasonable notice, or immediately if you breach these terms, fail to pay, or use the service unlawfully. On termination, your right to use the service ends, any outstanding fees become due, and we will delete the personal data we hold as your processor within 30 days, except where the law requires us to keep it for longer.

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CHANGES

Changes to the service or these terms



We may update the service and these terms from time to time, for example to reflect changes in our providers, our pricing or the law. Where a change is material we will give you reasonable notice. If you do not agree to a change, you may cancel under section 6. Continuing to use the service after a change takes effect means you accept the updated terms.

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GOVERNING LAW

Governing law



These terms and any dispute arising from them are governed by the laws of **England and Wales**, and the courts of England and Wales have exclusive jurisdiction.

16

CONTACT

Contact us



For anything relating to these terms or your subscription:

Retinal

Email: hish@retinal.info

Web: retinal.info

ICO registration: **ZB 891 204**

retinal.

**Never miss a job.
Built to watch when you
can't.**

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