MISSING LINK

Managed follow-up for UK plumbing businesses

SERVICE AGREEMENT

Clear terms for the Missing Link service.

This agreement explains the setup stage, monthly managed service, responsibilities, billing, data processing and what happens if the service ends.

Version 1.1 - issued 21 August 2026. Download the immutable PDF copy.

Supplier: Martin Hoyle trading as Missing Link.

Package: £97 setup fee, then £97 per month from the separately confirmed go-live date.

Business use only: this agreement is for plumbing businesses, not personal or household use.

1. The businesses entering this agreement

This agreement is between Martin Hoyle trading as Missing Link, of Piccadilly Business Centre, Unit C Aldow Enterprise Park, Manchester, M12 6AE, United Kingdom, email hello@missinglinksystem.co.uk ("Missing Link", "we" or "us"), and the plumbing business identified during checkout and onboarding ("Customer" or "you").

The service is supplied only for business use. It is not sold for personal, family or household use.

2. When the agreement starts

The setup stage starts when you accept this agreement and pay the £97 setup fee through the approved Stripe checkout. The monthly service starts only when we confirm the go-live date and you complete the separate £97 monthly subscription checkout.

3. What Missing Link provides

Missing Link provides a managed follow-up system configured for your plumbing business. The agreed setup may include:

- missed-enquiry recovery and a customer enquiry-link text message;
- structured enquiry details sent to you;
- quote follow-up;
- payment reminders;

- review requests;
- a phone-friendly customer and job dashboard;
- ongoing operation, support and monthly value reporting;
- optional business/personal call split and personal voicemail where selected, technically available and successfully tested.

The exact messages, timings, phone routes and enabled features are recorded in your onboarding answers and any later written changes agreed with you.

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4. What the service does not replace

Unless separately agreed in writing, Missing Link does not provide live telephone answering, appointment booking, diary management, emergency dispatch, bookkeeping, accounting, quote or invoice creation, complaint handling, legal debt recovery or negotiation of disputed invoices. You remain responsible for your plumbing work, advice, availability, prices, quotes, invoices, appointments, disputes and customer relationships.

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5. Setup and go-live

- The £97 setup fee covers tailoring, configuration, preparation and controlled testing.
- We will complete the standard setup within five working days after receiving all information and access reasonably needed from you.
- You choose a preferred go-live date and we confirm the agreed date.
- No customer-facing route is activated until the required information, setup payment and readiness checks are complete.
- The setup fee does not include the first monthly service period.

If information, access or approval is missing or inaccurate, the five-working-day period pauses until the issue is resolved. We will tell you what is needed rather than leaving the setup open-ended.

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6. Your responsibilities

You must:

- provide accurate business, phone, message, quote, invoice, payment and review information;
- tell us promptly when details, routing or instructions change;
- use the update form and dashboard accurately and keep private links secure;
- check and approve customer-facing wording and timings before go-live;
- tell us immediately about a complaint, dispute, payment plan, vulnerable customer, stop request or other reason a follow-up must not be sent;
- avoid entering passwords, card details, security codes or unnecessary sensitive information;
- make sure your instructions and use of customer information are lawful.

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7. Customer messages and permissions

You decide why messages are sent to your customers and prospects and authorise Missing Link to send only the messages agreed during setup or later instructed by you. You are responsible for the underlying enquiry, quote, invoice,

job and review request and for having any consent, existing-customer permission or other lawful basis required for a message.

Administrative messages must not be mixed with unrelated promotion without agreement and an appropriate lawful route. We may pause a message or route if we reasonably believe it could be unlawful, misleading, unauthorised or harmful.

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8. Fees and billing

- Setup fee: £97 once, before setup begins.
- Monthly service: £97, paid monthly in advance.
- The first monthly payment is taken when you complete checkout on the confirmed go-live date.
- Later payments are normally taken on the same calendar date each month.
- Missing Link is not currently VAT registered. The stated £97 fees are the total amounts payable and no VAT is added.
- Any additional work outside the package is explained and approved before a charge is made.

Stripe processes card and subscription payments under its own terms. Missing Link does not receive or store your full card number.

Direct-purchase suitability refund. If you pay through the public setup route before speaking with Missing Link and the initial suitability call confirms that the standard service cannot work with your business's existing phone arrangement, you may choose a full refund of the £97 setup fee. We will not begin tailored setup work for a direct purchase until that suitability check is complete. This refund does not apply where the standard service can work through a reasonable agreed setup route or where suitability has been confirmed and tailored setup work has begun.

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9. Cancelling

You may cancel the monthly service at any time by email. Unless you ask for an earlier shutdown, the service continues until the end of the paid monthly period and no further monthly payment is taken after cancellation is processed. A voluntary early shutdown does not create a partial refund for the unused part of that paid period.

Setup work begins after the setup payment. If you cancel before setup is completed, we will consider a fair refund of any part of the setup fee not reasonably earned or committed, based on the work already completed and costs already incurred.

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10. Failed payment and suspension

- If a monthly payment fails, you have seven calendar days to resolve it.
- The service normally continues during that seven-day period.
- After seven days, we may temporarily suspend customer-facing routes.
- Reactivation requires the outstanding monthly fee and the reasonable reactivation charge stated at the time, currently £20.
- We restore the service by the end of the next working day after cleared payment and any required safety checks.
- If payment remains unresolved for 30 days after suspension, we may close the account and service after giving notice.

11. Ending or suspending the service for another reason

Either party may end the agreement immediately if the other commits a serious breach that cannot be fixed, or fails to fix a remediable serious breach within a reasonable written period. We may immediately pause a route where this is reasonably necessary for law, security, safety, fraud prevention or to protect a customer or third party.

We may end the monthly service for operational reasons by giving at least 30 days' notice. If we end it for our convenience during a prepaid period, we will refund the unused part of that period.

12. Third-party services and availability

The service relies on telephone, messaging, hosting, forms, email, payment and cloud providers. We use reasonable care in selecting and operating them, monitor material failures we become aware of and take reasonable steps to restore service or provide a practical workaround. We cannot guarantee that every third-party network or platform will be continuously available.

13. Confidentiality and security

Each party must protect the other's non-public business, customer and technical information and use it only for this agreement. This does not cover information already lawfully public, independently developed, lawfully received elsewhere or required to be disclosed by law. We apply proportionate technical and organisational safeguards and will tell you without undue delay if we become aware of a personal-data breach affecting information processed for you.

14. Ownership and access

Missing Link keeps ownership of its software, templates, workflows, documentation, branding and general methods. You keep ownership of your business information, customer records and branding. During the paid service period, you may use the supplied forms, dashboard and operating links for your own business. You must not resell, copy or share the system with another business without written permission.

15. Results

Missing Link provides a consistent follow-up process but does not guarantee recovered jobs, accepted quotes, customer payments, reviews, search rankings, increased revenue or any particular financial return. Results also depend on your work, prices, availability, customers and use of the system.

16. Responsibility when something goes wrong

Nothing in this agreement excludes responsibility that cannot legally be excluded, including fraud, fraudulent misrepresentation, or death or personal injury caused by negligence.

Subject to that:

- Missing Link is not responsible for your plumbing work, professional advice, quotes, invoices, appointments, disputes or customer promises;
- neither party is responsible to the other for indirect or consequential loss, or for loss of profit, anticipated savings or business opportunity that was not reasonably foreseeable when the agreement began;
- Missing Link's total responsibility arising from the service in any twelve-month period is limited to the greater of the fees paid to Missing Link in that period and twelve months of the standard monthly service fee (£1,164).

This limit does not reduce any data-protection responsibility to an individual or regulator where the law does not allow it to be limited.

17. Changes

We may make minor operational changes needed for security, reliability or provider compatibility where they do not materially reduce the package. We will give reasonable advance notice of a material change to price, service scope or these terms and obtain fresh acceptance where legally required.

18. Notices and general terms

Formal notices may be sent to the email addresses recorded during onboarding. Notices to Missing Link may be sent to hello@missinglinksystem.co.uk. Neither party may transfer this agreement without the other's written consent, except that Missing Link may transfer it as part of a genuine sale or reorganisation of the business after giving notice and without reducing your rights. If one term is unenforceable, the remaining terms continue. A delay in enforcing a right does not waive it. This agreement, your onboarding record and agreed written changes form the whole agreement about the service.

19. Disputes and law

The parties will first try to resolve any concern promptly and in good faith. This agreement is governed by the law of England and Wales, and the courts of England and Wales have exclusive jurisdiction unless mandatory law requires otherwise.

Schedule 1 - Data-processing terms

1. Roles and instructions

For your customers' and prospects' personal information, you normally act as controller and Missing Link acts as processor. Missing Link will process that information only on your documented instructions, including this agreement, onboarding answers and later written instructions, unless UK law requires otherwise.

2. Processing details

- **Subject and purpose:** enquiry capture, job updates, call and message routing, quote follow-up, payment reminders, review requests, support and reporting.
- **Duration:** the service period and the limited return, deletion, security and legal-retention period described below.
- **People:** your customers, prospective customers, callers, business contacts and authorised users.
- **Information:** names, phone numbers, email addresses, addresses or postcodes, enquiry and job details, quote and invoice status, payment and review status, messages, replies, call metadata, communication preferences and voicemail recordings where enabled.

3. Missing Link's processor duties

- ensure authorised people are bound by confidentiality;
- apply security measures appropriate to the risk;
- help you, taking account of the processing and information available, with individual-rights requests, security duties, breach assessment and data-protection impact assessments;
- notify you without undue delay after becoming aware of a personal-data breach affecting information processed for you;
- provide information reasonably needed to show compliance and allow a proportionate audit on reasonable notice;
- tell you if an instruction appears to breach data-protection law and pause the affected processing where reasonably necessary.

4. Sub-processors

You give general written permission for Missing Link to use suppliers needed to provide the service. Current core suppliers may include Google Workspace, Google Drive, Sheets and Apps Script; Twilio; Cloudflare; Netlify; Notion; and Stripe. Missing Link will put appropriate data-protection obligations in place and remains responsible for sub-processor performance to the extent required by law.

We will give reasonable notice of a material new supplier where practical. You may object on reasonable data-protection grounds. The parties will try to resolve the concern; if no reasonable solution exists, either party may end the affected service.

5. International processing

Where information is processed outside the United Kingdom, Missing Link will use an available lawful transfer mechanism and appropriate safeguards where required.

6. Return and deletion

After the service ends, you may request a reasonable export of current customer records in an available format. Missing Link will then delete or anonymise customer-service information within 90 days, except where a longer period is required for a live dispute, security investigation, legal duty or protected backup cycle.

7. Your controller duties

You are responsible for the lawfulness, accuracy and fairness of your instructions, for giving customers any privacy information your business must provide, and for respecting objections, stop requests and other individual rights.

Missing Link
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This is the immutable customer copy of Missing Link Service Agreement Version 1.1.