StreetLoop Displays Customer Terms

Version 2.0 | 28 October 2026

These terms cover screens supplied and installed by STREETLOOP LTD and the StreetLoop Displays software licences used to put content on them: StreetLoop Essentials, StreetLoop Studio and storage add-ons. Every licence is for one shop, however many screens it has. Your accepted equipment quote and the licences you choose identify what you are buying. Please read the payment, cancellation, warranty and liability provisions before accepting.

The main points

- One shop, one licence, unlimited screens. Essentials, Studio and storage are licensed for one Licensed Shop (one physical shop location), never per screen. Each shop has its own licence, storage, files, screens and billing.
- Your first 12 months of Essentials are included when you buy StreetLoop screens for a new shop. They start when the shop's first screen is connected. Adding or replacing screens does not restart them.
- After that, Essentials costs £89 for one year, £199 for three years or £399 for the Supported Lifetime, each paid once in advance. Fixed terms do not renew automatically; we remind you 60, 30 and 7 days before one ends.
- StreetLoop Studio costs £9.99 a month for each shop. While active it includes Essentials, 50 GB of storage and Studio's creative tools, so no separate Essentials licence is needed. You can cancel at any time, effective at the end of the paid month.
- Essentials includes 1 GB of cloud storage and Studio 50 GB. You can add 10 GB (£1.99), 50 GB (£4.99) or 200 GB (£12.99) a month to either, without needing Studio.
- Prices exclude VAT. We are not yet registered for VAT and charge none until we are; after that we add VAT at the applicable rate, following notice. Monthly payments are by Direct Debit or card. Licences are paid by card or Pay by Bank.
- If no licence is active, your screens keep playing the content and schedules they already have. Uploads, changes to screens and Studio stop until you renew, and we keep your files for at least 90 days.
- Installation is included in the equipment price. Screens have a three-year StreetLoop hardware warranty from commissioning, and installation workmanship is covered for 12 months.
- You are responsible for lawful, properly licensed content. We do not insert advertising from our separate advertising network.
- Section 16 limits liability. Refunds, credits and the express warranty remedies are preserved. This summary does not replace the detailed terms.

1 About these terms

1.1 These terms are between the business identified as the customer in the account or accepted Order (you) and STREETLOOP LTD, registered in England and Wales with company number 17508140 and registered office at 3-4 Featherstone Terrace, Southall, UB2 5AL (StreetLoop, we or us). An Order must distinguish you from any separate equipment purchaser. A finance provider does not become a party merely because it is named in an Order; its rights and obligations as purchaser arise under supply arrangements it separately accepts.

1.2 StreetLoop Displays includes the app at app.streetloop.co.uk, the screen app, the licences you hold and the support described here. We supply and install our screens throughout the United Kingdom under accepted written quotes. These terms do not include a separate bespoke design service or a general installation or repair service for equipment bought elsewhere.

1.3 You accept these terms by accepting a quote that includes them or expressly accepting them in the app before uploading content or using the service, whichever happens first. We provide a copy you can

save, record the version and date accepted, and email you a copy. A quote is an Order once accepted by both parties. The Order must identify the customer operating the screens, the equipment purchaser if different, and the Licensed Shop where the screens are installed.

1.4 The service is offered to business customers. You confirm that you are acting wholly or mainly for business purposes and have authority to enter the agreement for the named customer. This statement does not remove any rights that applicable law does not allow us to exclude.

1.5 Schedules 1 to 3 form part of these terms, as does each accepted Order. An Order identifies the equipment, included installation, price, payment arrangements, installation requirements, the Licensed Shop and any expressly agreed changes. A licence, Studio subscription or storage add-on you choose in the app is governed by these terms and the details confirmed when you choose it.

1.6 A specific written variation agreed by both parties overrides these terms only for the point it expressly changes. Schedule 3 prevails concerning personal data processed on your instructions. A finance agreement governs finance and the financier's ownership arrangements; it does not silently replace our separate service, installation or warranty promises.

1.7 A working day means Monday to Friday, excluding bank holidays in England. Times are UK time. Calendar days apply unless working days are specified.

1.8 In these terms:

Licensed Shop means one physical shop location identified in your account or an Order, where StreetLoop screens are installed for your use.

Essentials means the standard StreetLoop Displays service described in Schedule 1. An Essentials licence is the included year under section 4, or a one-year, three-year or Lifetime licence under section 5.

Studio means the StreetLoop Studio monthly subscription under section 6.

A storage add-on means extra cloud storage paid monthly under section 7.

A licence is active for a Licensed Shop on any day covered by the included year, an Essentials licence or Studio for that shop.

A billing month runs from your monthly billing date to the day before the same date in the next month. If that date does not occur in a month, the last day of that month applies.

Supported Lifetime has the meaning in clause 5.6.

2 StreetLoop Displays, your shop and your licence

2.1 While a licence is active for a Licensed Shop, its screens show the authorised pictures, videos and designs you choose at the times you set. You can change content through the app, subject to the features of your licence, connectivity and the content rules.

2.2 Each licence, Studio subscription, storage allowance, file library, set of connected screens and billing arrangement belongs to one Licensed Shop. Separate physical shops need separate licences, even when one person manages them under one login. A licence cannot be shared between shops.

2.3 A licence covers every compatible StreetLoop screen connected for your use at its Licensed Shop. There is no fee per screen, no maximum number of screens and no extra licence charge for adding or replacing screens. The number of screens we supply is agreed in each Order. Reasonable technical limits, such as file sizes and storage, are shown before you choose and are separate from the number of screens.

2.4 Essentials includes uploads, playlists and their order, days, dates and set hours, Show only this, starting images, Quick Edit with standard templates (laid out for each screen format), offline and recovery emails, screen app updates and email help. Studio adds the full Studio editor, premium templates, the brand kit and price list, animation and slideshows, stock photos, automatic layouts of full-editor designs for each screen format, AI-assisted design tools when available, a larger storage allowance, and telephone help with remote assistance. Schedule 1 gives the comparison.

2.5 StreetLoop Displays is separate from the StreetLoop advertising network. We do not insert that network's advertisements on your screens under this agreement. Your content may include lawful third-party advertisements you are authorised to display. Starting images and a StreetLoop standby screen may also appear as described below.

2.6 You can choose a starting image for each screen. A screen shows it when nothing else is scheduled to play. If none is chosen, a StreetLoop standby screen appears.

2.7 If no licence is active for a Licensed Shop, its screens keep playing the content and schedules already published to them, as clause 9.4 describes. We do not stop your screens playing, or switch them to a starting image or standby screen, merely because a licence has ended or a payment is late.

2.8 We may improve or change the service. If a change materially reduces a licence you have paid for, we give at least 30 days' notice. You may then end an affected Studio subscription or storage add-on before the change takes effect, without charge, and we refund the unused part of an affected prepaid Essentials licence under clause 8.8. Section 17 applies to changes to these terms.

2.9 We use reasonable care and skill to provide the service and take reasonable steps to maintain its availability and security. We do not promise uninterrupted operation or a fixed repair time. Supported screens normally continue playing locally cached content when their internet connection is lost, but cannot receive new content or commands until connectivity returns. We give reasonable notice of planned maintenance and, where practicable, schedule it outside usual opening hours.

2.10 If a material paid function is unavailable because of a fault for which we or our service providers are responsible, we credit the fees attributable to the affected service for the actual period of unavailability. This includes loss of the relevant screen service caused by a hardware fault covered by clause 11.6. A problem caused by your power, connectivity, misuse or other breach is excluded only to the extent it causes the interruption. A brief interruption that does not materially affect the paid function does not qualify. The included year has no fee, so no credit arises for it.

2.11 Tell us about an interruption reasonably promptly so we can investigate. We calculate a credit from when the qualifying interruption began, using reasonably available evidence, and apportion it by time and the affected fees under clause 8.8. If only part of the service is affected, we use a reasonable proportion reflecting the lost function. A warranty replacement screen is not a new licence. We apply the credit to the next monthly payment, or refund it within 14 days if no further payment is due.

2.12 If a qualifying material interruption continues for 30 consecutive days, you may end the affected service immediately by written notice without charge. We refund unused prepaid fees from termination under clause 8.8 and settle any earlier outage credit separately, without paying twice for the same period. These credits and exit rights are not your sole remedy for a breach. Clause 18.1 deals with prolonged events beyond reasonable control.

3 Your account

3.1 You need an account to use the service. You must identify the business and the people authorised to act for it. Instructions given by authorised users through the account are your instructions. We remain responsible for security failures attributable to us.

3.2 One login may be used to manage several Licensed Shops. Each shop's licences, storage, files, screens and billing remain separate, and the app shows which shop you are managing.

3.3 Keep credentials secure and do not share individual logins. Tell us promptly about suspected unauthorised access or a person who should lose access. We may take proportionate steps to secure a compromised account and will explain them where practicable.

3.4 Keep your contact and billing details current. You are responsible for your content, schedules and local copies. Keeping your own backups is sensible and does not remove our duties in Schedule 3.

3.5 We may check screen status and displayed content, manage the screen app and access a screen remotely to provide, secure and support your service. Access must be limited to what is reasonably needed and handled under sections 13 to 15 and Schedule 3. We do not use this access to inspect

unrelated information or run advertising for ourselves.

4 The included first year

4.1 When you buy StreetLoop screens from us under an accepted Order for a Licensed Shop that has not had an included year (a qualifying equipment Order), Essentials is included for that shop for 12 months without a licence fee (the included year).

4.2 The included year starts on the day the first screen supplied under the qualifying equipment Order is connected to your account at that Licensed Shop (activation), not on the date of the Order. It ends at the end of the day before the same date 12 months later. We record the activation and end dates and show them in the app.

4.3 Each Licensed Shop has one included year. Connecting more screens, replacing a screen, moving screens within the shop or buying further screens for the same shop does not restart or extend it.

4.4 A separate Licensed Shop with its own qualifying equipment Order has its own included year from its own activation. Where one Order serves several shops, each eligible shop has its own included year.

4.5 The included year is not available again for a location that has already had one, including under a different business or account name, unless we agree in writing. We may ask for reasonable information to confirm a location's eligibility.

4.6 No payment is needed to start the included year, and it does not renew automatically. You may buy an Essentials licence, start Studio or add storage at any time during it; clause 5.3 explains when a licence bought early starts.

4.7 The end of the included year does not affect the equipment warranty, equipment ownership or any separate finance agreement.

5 Essentials licences: one year, three years and lifetime

5.1 You may buy an Essentials licence for a Licensed Shop at any time: one year (£89), three years (£199) or the Supported Lifetime (£399), as Schedule 1 states. Each is paid once, in advance.

5.2 Before you pay, the app shows the licence's start date, its end date (if it has one), the price, any VAT and the total.

5.3 A one-year or three-year licence starts on the day you buy it if no Essentials licence is then active or already bought for that shop. Otherwise it starts on the day after the last Essentials licence already active or bought for that shop ends, so you never lose time already paid for or included. It ends at the end of the day before the same date one or three years after it starts. Studio does not delay or shorten an Essentials licence: both may run at the same time (clause 6.6).

5.4 You may cancel a licence bought in advance at any time before its start date, and we refund what you paid for it in full within 14 days.

5.5 One-year and three-year licences do not renew automatically, and we take no payment for another licence unless you buy it. We remind you by email and in the app 60, 30 and 7 days before the included year or an Essentials licence ends, and on the day it ends, unless another Essentials licence follows it, Studio is active or you hold a Lifetime licence.

5.6 A Lifetime licence gives Essentials for its Licensed Shop for the Supported Lifetime: for as long as you continue to operate that shop with compatible StreetLoop screens there and we continue to provide StreetLoop Displays. It starts on the day you buy it. It is a one-off purchase with no recurring Essentials charge.

5.7 We support each screen model we supply for at least five years after we last supply that model, and we show its support end date in the app at least 12 months before support ends. A screen whose support has ended may stop receiving updates or new features. Your Lifetime licence continues for the other compatible StreetLoop screens at the shop, including replacements bought from us. If we stop providing StreetLoop Displays within five years of your Lifetime purchase, other than because of your material

breach, we refund the unused part of its price, counted in whole months over 60 months from purchase.

5.8 A Lifetime licence belongs to its Licensed Shop. It covers additional and replacement compatible StreetLoop screens at that shop at no extra licence charge. It cannot be moved to another location. If you sell the shop as a going concern, we transfer the licence to the buyer on request unless we have a reasonable objection, and clause 18.3 applies.

5.9 A Lifetime licence ends if the Licensed Shop permanently closes or you stop operating it, or if this agreement ends for your material breach. Clause 9.6 applies to a qualifying closure.

5.10 Buying a Lifetime licence while the included year or a fixed-term licence is active does not refund or extend the time remaining on it. The app tells you this before you pay.

6 StreetLoop Studio

6.1 Studio is a monthly subscription for one Licensed Shop at £9.99 a month (Schedule 1). While it is active, that shop has all of Essentials without a separate Essentials licence, 50 GB of storage, the Studio features in Schedule 1, and telephone help with remote assistance.

6.2 Studio starts when your first month is paid by card, or when your Direct Debit is set up and your first monthly payment has been requested, and we confirm it in the app. Your monthly billing date is the day Studio starts, unless a storage add-on has already set one for that shop.

6.3 Studio continues month by month until cancelled. You can cancel in the app, or by email to hello@streetloop.co.uk, at any time. Studio remains active until the end of the billing month already paid for, and no later month is charged. We do not refund part months, except where these terms expressly provide.

6.4 When Studio ends, the Licensed Shop keeps Essentials if the included year or an Essentials licence is active for it then, and its storage allowance becomes Essentials' allowance plus any storage add-on. Otherwise no licence is active and clause 9.4 applies. Before you confirm a cancellation, the app shows the date Studio ends, whether an Essentials licence remains, the storage allowance that will then apply and whether your files exceed it.

6.5 You do not need to buy an Essentials licence to cancel Studio or to keep the content already on your screens playing.

6.6 Studio and an Essentials licence may both be active. A prepaid Essentials licence keeps its original dates while Studio is active: we do not pause, extend or refund it because of Studio, and we do not charge for Essentials on top of Studio. The app shows both.

6.7 Designs you have finished keep playing after Studio ends. Without Studio you cannot make or change Studio designs, use premium templates, the brand kit or the price list, or publish designs that move. Designs made with Quick Edit from standard templates remain editable with Essentials. Section 14 applies to designs and templates.

6.8 AI-assisted design tools, when we make them available, have usage allowances shown in the app before use. We do not describe a Studio feature as included before it is available.

7 Cloud storage and storage add-ons

7.1 Each Licensed Shop has a cloud storage allowance for its pictures, videos and Studio designs: 1 GB with Essentials or 50 GB with Studio, plus any storage add-on. 1 GB means 1,000,000,000 bytes.

7.2 Each file is counted once, however many screens or schedules use it, and identical files are counted once. We do not count copies held on screens to play content; thumbnails, previews and other copies we generate for display (including turned copies for screens mounted on their side and a design's earlier versions, within the reasonable limits shown in the app); files supplied by StreetLoop; advertising from our advertising network; or files you have deleted.

7.3 The app shows what you are using. We warn you at 80% and 95% of your allowance. An upload that would take you over your allowance is refused, and files already on your screens keep playing.

7.4 You can add one storage add-on to a Licensed Shop while a licence is active for it: 10 GB (£1.99 a month), 50 GB (£4.99 a month) or 200 GB (£12.99 a month). You do not need Studio to add storage. A storage add-on does not itself give Essentials access.

7.5 Storage add-ons are paid monthly, in the same monthly payment as Studio if you have both. An add-on bought without Studio sets the shop's monthly billing date as the day it starts.

7.6 Moving to a larger add-on takes effect when you confirm it. We charge the difference for the rest of the current billing month, by actual days, then the new monthly price; a difference under £1 is waived. Moving to a smaller add-on, or removing it, takes effect at your next monthly billing date. Before you confirm, the app shows your current and new allowance, the price difference, the date the change takes effect and whether your files would exceed the new allowance. We never charge for two add-ons for the same period.

7.7 If a change, a cancellation or the end of a licence leaves your files over your allowance, nothing is deleted. Uploads are paused until your files are within it, and we give you at least 30 days to delete or download files or add storage. We will not delete files because of the excess without at least 30 days' further written notice under a policy we have told you about.

7.8 You can cancel a storage add-on at any time, effective at your next monthly billing date.

7.9 If no licence is active for the Licensed Shop, its storage add-on ends at the end of its current billing month and is not charged again.

8 Prices and paying

8.1 Schedule 1 states the standard prices. The app, or a written confirmation, shows the price, any VAT and the total before you commit. Prices are in pounds sterling. Equipment, agreed additional work and independent finance are separate from licence and subscription charges.

8.2 Prices exclude VAT. We are not currently registered for VAT and do not charge it. If we become registered, we add VAT at the applicable rate to payments made at least 14 days after we tell you, and show it separately on VAT invoices. We do not charge VAT retrospectively on a payment already made.

8.3 An Essentials licence is paid in advance by debit or credit card through Stripe, or by Pay by Bank (a payment you approve in your bank's app) through GoCardless. It is bought only when its payment succeeds (for Pay by Bank, when your bank confirms it).

8.4 Studio and storage add-ons are paid monthly in advance, in one payment for each Licensed Shop on its monthly billing date, by Direct Debit through GoCardless or by card through Stripe, as you choose. GoCardless provides the applicable advance payment notifications and the Direct Debit Guarantee. Nothing in these terms limits your rights under that Guarantee or your ability to cancel a mandate with your bank. When you pay by card, you authorise us to keep that card with Stripe and to charge it, without further action by you, for each monthly payment, for a move to a larger add-on under clause 7.6 and to retry a failed payment under clause 10.1. You can replace the saved card in the app at any time.

8.5 A Direct Debit collection may be made on the next working day after the billing date. Bank processing does not change your billing month.

8.6 A separately agreed trial, promotion or invoice arrangement follows its written terms. Unless we agree otherwise, we may ask you to move it to Direct Debit or card on at least 14 days' notice. If you do not, we may end that arrangement and refund any unused prepaid fees.

8.7 We give at least 30 days' written notice of an increase in the price of Studio or a storage add-on. It applies from the first billing month that starts after the notice expires, and you may cancel before then without charge. The price of an Essentials licence is fixed once you have paid for it.

8.8 Refunds and credits use the fees actually paid for the relevant period. Daily calculations divide the charge for a period by the actual days in that period. Where these terms require the value of a Lifetime licence to be apportioned, it is counted in whole months over 60 months from purchase, and nothing is refundable after those 60 months. We pay a refund within 14 days after the entitlement and amount can reasonably be established, normally to the original payment account or card, and do not delay it

unreasonably. A fixed deadline elsewhere in these terms takes priority. Any legally required VAT adjustment or credit note is included.

8.9 We take each payment once. If a payment is duplicated, or taken for a licence that cannot start, we refund it in full within 14 days.

8.10 We provide payment records and receipts (VAT invoices once we are registered) through the app or on request. You must raise a genuine invoice dispute reasonably promptly, explain it and pay undisputed amounts. We investigate in good faith and do not treat a reasonably disputed amount alone as a payment default while it is being investigated.

9 Cancelling, licences ending and termination

9.1 You can cancel Studio under clause 6.3 and a storage add-on under clause 7.8. Give notice in the app where available, or by email to hello@streetloop.co.uk. We acknowledge cancellation and confirm the end date.

9.2 A one-year or three-year licence runs to its end date. Once it has started, it is not refunded because you stop using it or change your mind, but clauses 2.8, 2.12, 9.6, 9.7, 9.8 and 17.2 still apply. Clause 5.4 applies before it starts.

9.3 A bank collection may already be in progress when a cancellation or change takes effect. Bank processing does not override the contractual effective date. We stop the collection where possible and otherwise refund any overcollection within 14 days after receipt.

9.4 When no licence is active for a Licensed Shop:

1. its screens keep playing the content and schedules already published to them, and an item with an end date stops on that date as scheduled;

2. you cannot upload files, publish changes to screens, change schedules or use Studio until a licence is active again;

3. you can still see your licences and payments, buy a licence or start Studio, download and delete your files, take things off your screens, manage your account and contact us; and

4. we keep your files for 90 days after the last licence ended (the retention period), and files your connected screens are still playing for as long as they play them. Before deleting any other file after the retention period, we give you at least 30 days' notice so you can download it. Buying a licence or starting Studio restores everything still kept.

9.5 Ending a licence does not end an unexpired equipment warranty, transfer equipment ownership or cancel a separate finance agreement.

9.6 Qualifying business closure. You may end a prepaid Essentials licence early if you permanently close the Licensed Shop or the business at it; your premises lease ends and you cease occupation without a reasonably practicable way to continue using the screens; or comparable circumstances permanently prevent that use. A temporary closure, preference for another supplier, change of ownership or relocation does not by itself qualify. We consider comparable circumstances reasonably and consistently.

9.6(a) Give written notice and reasonable evidence, such as confirmation of closure, premises-lease expiry or surrender, or loss of the right to occupy. We do not require irrelevant personal information or formal company dissolution where other evidence reasonably establishes the circumstances. We will not unreasonably withhold or delay confirmation. The effective date is the later of receipt of your notice and the qualifying closure or cessation date, unless we agree an earlier date. Evidence reasonably supplied afterwards can establish that original effective date.

9.6(b) We refund the licence fee attributable to the whole months remaining after the effective date, less 10% of that amount, within 14 days after the effective date or, if reasonable evidence arrives later, within 14 days after receiving it. A Lifetime licence is counted under clause 8.8. Studio and storage add-ons end at the end of the billing month in which the closure takes effect, without further charge. Earned arrears remain payable.

9.6(c) For example, if a three-year licence bought for £199 has 20 whole months remaining, the unused fee is £110.56, the 10% deduction is £11.06 and the refund is £99.50.

9.6(d) This does not reverse a completed equipment purchase, require a screen buyback or alter a separate finance agreement. Equipment cancellation and optional buyback are governed by section 11. If the qualifying circumstances were materially misrepresented, we may recover the amount refunded, subject to applicable law.

9.7 We may end a licence, Studio, a storage add-on or the account on at least three months' written notice for convenience. We refund the unused part of prepaid fees under clause 8.8 within 14 days, and monthly payments stop. We may also terminate for a material breach that cannot be remedied, or that remains unremedied 14 days after written notice explaining what must be corrected. Urgent content or security restrictions may apply sooner under sections 3 and 13. Payment termination follows section 10. If we terminate for your material breach, nothing is refunded for prepaid licence time and earned arrears remain payable. Any insolvency-related restriction on termination, or on making continued supply conditional on payment of earlier debts, overrides these provisions.

9.8 You may terminate an affected service for our material breach if it cannot be remedied or we do not remedy it within 14 days after written notice describing it. Express rights for prolonged interruption, adverse changes and qualifying delays remain available on their own terms. We refund unused prepaid fees under clause 8.8 within 14 days and settle outstanding credits. This does not restrict other applicable remedies.

9.9 You may request permanent account closure at any time. We explain any financial consequences under this section, but an outstanding debt does not prevent a valid return or deletion instruction for your content, and closing the account does not extinguish an existing valid debt. Schedule 3 governs return and deletion when the account closes. If neither the account nor its connected screens has been used for two years, we give at least 30 days' notice before closure unless you confirm a continuing need. You can request deletion sooner.

10 Missed payments

10.1 If a monthly payment fails, we notify you and explain how to pay. Where the payment provider permits, we may retry the collection or the charge to your saved card. You can also pay a failed card payment in the app, with that card or another. Retrying does not restart the timetable below. Where a collection cannot be attempted, including because a mandate was cancelled or no usable card is saved, the 14-day and 60-day periods below run from the notified due date on which the undisputed amount remained unpaid. We give a reasonable opportunity to resolve a genuine payment error or dispute.

10.2 If an undisputed payment for Studio or a storage add-on remains unpaid 14 calendar days after its first failure, we may suspend Studio and the add-on after warning you. While suspended, Studio's features and the extra storage are unavailable, and the shop keeps Essentials if the included year or an Essentials licence is active for it. Your screens keep playing. We restore the suspended service promptly once the payment or an agreed arrangement is in place. Fees continue during a justified suspension but are counted only once in any later settlement.

10.3 We may claim statutory interest, fixed compensation and reasonable recovery costs to the extent the Late Payment of Commercial Debts (Interest) Act 1998 permits. We decide whether to do so case by case, identify the basis and avoid duplicate recovery. We do not impose an additional automatic daily administration charge.

10.4 If an undisputed payment remains unpaid 60 calendar days after its first failure, we may end Studio or the storage add-on, provided we have given at least 14 days' final written notice identifying the debt, the intended end date and how to remedy the default. The final notice can run within that 60-day period. Earned arrears remain payable. Applicable insolvency restrictions remain controlling.

10.5 Cancelling a Direct Debit mandate, or withdrawing your authority for us to charge a saved card (which you may do by telling us or your card issuer), does not by itself cancel Studio or a storage add-on, prove that a debt is due or make future fees immediately payable. Contact us to cancel or to agree another

payment method. We give you an opportunity to restore a mandate, provide another card or pay another way; the timetable runs only from an actual unpaid due amount.

10.6 A refund under the Direct Debit Guarantee, or a chargeback or other reversal of a card payment by your card issuer, does not itself decide the underlying contractual dispute. We may recover an amount only if it is validly owed, and must credit any payment already retained or recovered. Nothing here prevents a legitimate Guarantee claim or card dispute.

10.7 Essentials licences are paid in advance, so a missed monthly payment does not affect the included year or an Essentials licence.

11 Screens and installation

11.1 We assess the proposed site and give a written equipment quote. It identifies the models and quantities, agreed purpose and operating limits, included mounts, cabling and installation work, price, site, the Licensed Shop and payment arrangements. There is no blanket maximum order value or screen count, but we must accept each Order and agree its scope. Installation of the quoted equipment is included in its price. Additional building or electrical work, variations, special access or other extras are chargeable only if identified and agreed in writing before the cost is incurred. An Order for StreetLoop screens for a Licensed Shop that has not had an included year is a qualifying equipment Order under section 4.

11.2 Equipment is paid for upfront unless an accepted Order expressly records approved third-party finance arrangements. Any finance agreement is separate from your licences, which are paid for separately. These terms do not provide credit, a lease or hire purchase and do not promise that finance is available. If a finance provider purchases the equipment, the Order and supply documents identify that purchaser and the arrangements authorising supply. Finance approval must permit delivery and installation; it need not require the provider to pay before an installation-dependent release condition is satisfied. Ending a licence does not, by itself, end finance, without affecting rights under that agreement or applicable law.

11.3 Before installation, and while using the screens, you provide the reasonably necessary site conditions disclosed before accepting the Order: safe access and a suitable location; the agreed power sockets and electrical supply; the agreed internet connection and connection information; and required landlord, owner, planning, advertisement, listed-building or other permissions. Requirements depend on the actual location and display. You tell us about relevant hazards, access restrictions and changes. We remain responsible for our site assessment, competent installation, safe working and matters within our own legal responsibility.

11.4 We complete installation and commissioning within four weeks after all of the following are in place: the Order is accepted; cleared upfront payment is received or finance authority permits supply; and the required site information, readiness and permissions identified in the Order have been provided. We confirm the resulting completion date. We supply the quoted equipment and installation materials.

11.4(a) A customer-caused delay extends that date only by the actual resulting delay and a reasonable period to rearrange attendance. We tell you promptly why, the likely effect and the revised date. A customer-requested postponement is accepted only after storage, repeat delivery and repeat installation costs have been agreed. If access or another agreed condition unexpectedly fails on the day, we may charge only a previously disclosed and agreed reasonable wasted-visit charge or a new charge you expressly accept; there is no undisclosed automatic fee.

11.4(b) If we miss the completion date for a reason not caused by you and not covered by clause 18.1, you may require completion within a further 14 calendar days by written notice. If we still fail, you may cancel the uncompleted affected part without a cancellation charge, with a refund of sums paid for that part within 14 days. You may also end Studio, a storage add-on or a prepaid Essentials licence that cannot reasonably be used because of that failure, without charge, receiving unused prepaid fees under clause 8.8. The included year starts only on activation (clause 4.2), so a delay does not shorten it. Other remedies remain available.

11.5 For an outright sale, ownership passes when the specific equipment has been identified to your Order and its full price is paid in cleared funds. Until then it remains ours. For a purchase by a finance provider, ownership passes to that purchaser under the agreed supply arrangements; your possession and any later acquisition of ownership follow your finance agreement. Licence and subscription payments do not transfer equipment ownership.

11.5(a) Risk of accidental loss or damage remains with us during transport, unloading and installation until commissioning and handover. Commissioning means installation and functional testing against the agreed specification, followed by a handover record. Signing a courier delivery receipt is not commissioning or acceptance of hidden defects. You remain responsible to the extent damage is caused by your failure to take reasonable care of equipment in your custody. Risk remains with us while equipment is in our custody or our arranged transport for a covered warranty remedy.

11.5(b) After handover, you are responsible for reasonable care and any insurance your finance agreement requires or you choose to arrange. That does not make you responsible for loss caused by our breach or negligence. We record the screen identifiers, installation date and any known outstanding items. Please report visible snags within five working days so we can act promptly. Late reporting does not automatically waive a valid claim, and this period does not cut off hidden-defect or warranty rights.

11.5(c) Where cancellation or a warranty remedy requires equipment to be returned to or retained by us, you authorise the agreed return or retention. Ownership transfers back when we provide the agreed replacement, refund or credit for that equipment; a financier’s ownership must be dealt with with that owner. For our breach or a covered warranty remedy, we arrange and pay for collection. You give reasonable access and take reasonable care until collection. A voluntary buyback follows clause 11.11 instead.

11.6 Three-year hardware warranty. For three years from commissioning, we warrant that the equipment materially conforms to the agreed specification and is free from defects in materials and manufacture when used for its agreed purpose and within operating and environmental limits disclosed before the Order was accepted. This is StreetLoop’s obligation, not merely a promise to pass your complaint to a manufacturer.

11.6(a) Tell us reasonably promptly about a fault and provide reasonable information and access. We may diagnose it remotely first. For a covered fault, we repair the equipment or replace it with equipment of equivalent or better functionality and performance within a reasonable time, taking account of the fault and disruption. We pay the reasonably necessary diagnosis, parts, labour, collection, transport, removal and reinstallation costs at the agreed installation site. Additional work caused by later site changes or requested improvements must be separately quoted and accepted.

11.6(b) Exclusions apply only to the extent the fault was caused by accidental damage, misuse, unsuitable external electrical or environmental conditions, or alterations or third-party software that caused the fault. Ordinary cosmetic wear that does not impair the agreed function is excluded. We do not exclude an agreed signage use merely because it involves static content. Any duty-cycle, brightness, ventilation or other material use limits must be disclosed before purchase. Using another application or ending a licence does not by itself invalidate hardware cover.

11.6(c) We explain a proposed exclusion before charging for work outside cover. We do not charge merely because an intermittent reported fault cannot immediately be reproduced. If repair or replacement cannot provide an effective remedy within a reasonable time, we arrange removal and return at our cost and refund the price attributable to the affected equipment within 14 days of the return. Where a financier bought it, we coordinate the refund and release with the lawful purchaser without paying the same refund twice.

11.6(d) Repair or replacement does not restart the original three years, but a valid fault notification within that period remains eligible for a remedy afterwards. Any additional manufacturer warranty is identified in the Order. Our obligation is not conditional on a manufacturer or insurer accepting a claim. Expiry of this express warranty does not extinguish other valid rights or remedies under this agreement or applicable law.

11.7 We install with reasonable care and skill using competent people. We correct defects in our installation workmanship notified within 12 months from commissioning without charge, including the necessary access visit, labour and materials. This additional express promise does not cut off other applicable rights after 12 months. The three-year hardware warranty has its own period under clause 11.6.

11.8 We quote for an out-of-scope visit before you commit to it. There is no charge to carry out a covered hardware or workmanship remedy or to correct a fault for which we are responsible. A chargeable visit is not authorised simply because remote diagnosis was attempted. We do not promise a loan screen or a fixed replacement time unless an Order expressly includes one.

11.9 Equipment we supply must comply with product safety requirements applicable to supply at its agreed UK installation location. We provide required operating and safety information. You must follow it and reasonably cooperate with a necessary safety correction or recall. These terms do not transfer our statutory supplier, importer or producer duties to you.

11.10 If you cancel an equipment Order for convenience before completion, you pay for work properly completed and unavoidable equipment, cancellation or return costs reasonably incurred for that Order. We take reasonable steps to reduce those costs and deduct savings, supplier refunds and reasonable net resale proceeds or a reasonable resale allowance for equipment we retain. We do not keep payment for the same equipment and recover its value again. We provide an itemised account and refund any unused balance within 14 days of determining it, without unreasonable delay. Any later recovery requiring a further credit is paid within 14 days after receipt. The 10% closure deduction in clause 9.6 does not apply to equipment. Cancellation for our breach or under clause 11.4(b) follows that remedy instead. A separate finance agreement is dealt with with the provider under its terms and applicable law.

11.11 Optional buyback and recycling. We may agree to buy back screens originally supplied by StreetLoop, subject to inspection and a valuation at return reflecting their age, condition, specification and current resale value. There is no guaranteed acceptance, minimum value or repayment of the original price. Before collection we agree any assessment, transport and return arrangements and charges. After inspection we give a written cash offer; ownership transfers back only when you accept that offer and the agreed payment is made. If you decline, any return charge must have been agreed in advance. You must own the screens or have the owner’s authority; finance-owned screens cannot be sold back without that authority. A buyback does not replace a warranty refund or other legal remedy.

11.11(a) Electrical equipment must be handled and recycled lawfully. Where we have a legal responsibility to finance or arrange collection, treatment or recycling, we meet it; contact us for the appropriate arrangement. A separate voluntary buyback or collection agreement does not remove those duties. We do not charge for a service that the law requires us to provide without charge unless a different arrangement is legally permitted and expressly agreed.

11.12 We may update and manage our screen app to provide and secure the service. While a licence is active, coordinate material software or configuration changes with us so we can explain their effect on support. When no licence is active, your screens keep playing under clause 9.4. Screens you own can also be used independently, subject to operating-system and third-party licences. We do not disable their general-purpose functions because a licence ends or you leave. On request, we provide reasonable instructions and credentials within our control to remove our app and release any management restrictions we control, without an additional exit fee. We do not guarantee compatibility with every alternative app. Equipment owned by a financier remains subject to its permissions. Cached content is handled under Schedule 3.

12 Help

12.1 Support hours are 9am to 5pm UK time on working days as defined in clause 1.7. UK-wide installation coverage does not change these support hours.

12.2 Essentials includes email help at hello@streetloop.co.uk and offline and recovery notifications. Studio also includes telephone help on 020 3488 8600 and remote assistance. You can contact us about your

account, payments and licences by email even when no licence is active. Hardware warranty claims can be raised by email whether or not a licence is active.

12.3 We aim to give an initial reply by the end of the next working day. This is a response target, not a promise to repair within that time. We keep you reasonably informed about diagnosis and the next steps. Our obligation to provide a covered remedy within a reasonable time still applies.

12.4 We first use reasonable remote or email diagnosis where suitable. Access visits and covered repairs follow section 11. Emergency or additional support is included only if separately agreed in writing; we do not impose unagreed call-out charges.

13 Your content

13.1 Your Content means everything you upload, create or instruct us to display, including pictures, videos, designs, words, prices, logos and third-party advertisements.

13.2 You choose the content and where and when it appears. We do not provide a general legal review before publication. You must ensure it complies with Schedule 2 and that you have the rights, permissions and lawful basis required for the intended use and display.

13.3 Your Content remains yours or the relevant rights owner's. You give us a non-exclusive licence to store, copy, transmit, technically format and display it solely to provide, secure and support your service and follow your instructions. Our service providers may do those activities for us under appropriate obligations. This licence does not permit us to sell your content, use it to advertise our own business or reuse it for another customer.

13.4 That licence lasts only as needed to provide the service and to perform the retention, return and deletion arrangements in clause 9.4 and Schedule 3. The same return and maximum deletion periods apply to non-personal content. We do not keep a general indefinite archive after the relevant service ends.

13.5 We may restrict or remove affected content where reasonably necessary to address a material breach, a credible allegation of illegality or infringement, a safety risk or a binding legal requirement. We act proportionately and, where practicable, explain the issue and allow correction first. We may act immediately where delay creates a material risk or breaches a legal requirement. We review a restriction promptly when you provide relevant information and restore content once its reason is resolved. We need not disclose information where the law prohibits it.

13.6 If a third party claims against us because you breached clause 13.2 or Schedule 2, you reimburse reasonable losses, liabilities and external legal costs attributable to that breach. This does not cover loss caused by our breach, negligence or unauthorised changes to the content. We notify you promptly, reasonably limit loss and give you a reasonable opportunity to participate in the defence. Neither party may settle on terms imposing an admission, payment or other obligation on the other without its consent, which must not be unreasonably withheld. The specific content-claim cap in section 16 applies. Neither party recovers the same loss twice.

13.7 Each party remains responsible for legal duties applying directly to it. Customer responsibility for content does not remove our independent obligations.

14 Software, designs and stock material

14.1 The StreetLoop apps, Studio, software, templates, documentation and other pre-existing materials belong to us or our licensors. You may use them as needed for the licences you hold while they remain active. You must not sell or distribute them separately or use them to provide a competing service. These restrictions do not prohibit anything the law expressly permits despite a contractual restriction.

14.2 You retain rights in your own original material and original design contributions. Using our tools does not transfer our underlying software, templates or other pre-existing rights. You may continue displaying completed designs lawfully created through StreetLoop on screens you own or are authorised to operate, including after Studio or a licence ends, subject to third-party licences. This does not include

continuing editing access without the relevant licence, our source code or standalone redistribution of our templates. We do not guarantee that editable projects work in another supplier's software.

14.3 Stock material follows its provider's licence. Pixabay material is governed by the applicable Pixabay Content Licence at https://pixabay.com/service/terms/. We identify another stock provider and its licence before use. A stock licence may not clear rights in identifiable people, brands or property; you must obtain additional permissions needed for your intended use. Do not distribute stock material separately or use it contrary to its licence. This does not exclude responsibility for our own unauthorised use or misleading description.

15 Personal information

15.1 We act as an independent controller for information used to administer accounts, manage payments and licences, keep business records, protect our business and meet our own legal obligations. Our privacy notice at streetloop.co.uk/privacy explains those activities, their lawful bases and retention periods. It must be read alongside, and does not override, Schedule 3.

15.2 For personal data in Your Content processed to run and support your screens on your instructions, you are the controller and we are the processor. Schedule 3 applies. If you act for another controller, you must have authority to appoint us and provide those instructions.

15.3 GoCardless, Stripe and any finance provider handle payment and application information under their applicable arrangements and privacy information. Our privacy notice explains the payment information we actually receive and use; for a saved card, that is its brand, last four digits and expiry date, not the full card number. These terms do not require you to give us bank passwords or authentication credentials.

15.4 Each party must protect the other's confidential business and technical information with reasonable care and use it only to perform or enforce this agreement. It may disclose it to people who need it for those purposes and are under appropriate confidentiality duties, or where law requires. This does not cover information already lawfully known, independently developed or publicly available without breach. These duties continue after termination while the information remains confidential. Content deliberately published on a screen is not confidential merely because it passed through the service.

16 Liability

16.1 Nothing in these terms excludes or limits liability for death or personal injury caused by negligence, fraud or fraudulent misrepresentation, breach of any title obligation that cannot lawfully be limited, or any other liability that applicable law does not permit to be excluded or limited.

16.2 Subject to clause 16.1, neither party is liable to the other for indirect or consequential loss, or loss of profit, revenue, business opportunity or goodwill. This does not exclude express payment, refund, credit or warranty obligations, reasonable direct costs of restoring damaged property, reasonable direct data-restoration costs caused by a breach, or third-party amounts recoverable under clause 13.6. The applicable limits below still govern damages. A party must take reasonable steps to limit its loss.

16.3 A party is not responsible for loss to the extent caused by the other party's breach or by a matter outside its responsibility. We remain responsible for people and subcontractors we use to perform our obligations. Customer power or internet failures do not excuse an unrelated fault of ours. Clause 18.1 does not remove its express refund and termination remedies.

16.4 Subject to clause 16.1, the following separate limits apply, as between you and us, to liability under or in connection with this agreement, whether in contract, negligence or otherwise. A Contract Year is each successive 12-month period beginning on the date you first accept these terms under clause 1.3 and each anniversary of that date. Licence fees for a Contract Year are the Essentials, Studio and storage add-on fees attributable to service in that year, including the appropriate proportion of prepaid fees (a Lifetime licence counted as clause 8.8 describes), and exclude equipment and finance charges. Related claims are allocated to the Contract Year in which the first event causing them occurred, rather than the date a claim is made.

16.4(a) Our aggregate liability for equipment supply and installation performance, other than the separate categories below, is limited to 150% of the total price of the affected Order or Orders over their duration. The three-year warranty is not reduced to a look-back at payments received in the last 12 months.

16.4(b) Our liability for direct physical damage to tangible property, other than the affected equipment itself, is limited to £1,000,000 for a claim or connected series of claims arising from the same cause. Multiple allegations or proceedings between you and us relating to the same cause do not create additional limits under this clause. This clause does not limit an independent third party's rights.

16.4(c) Each party's aggregate liability for breach of data protection or confidentiality obligations in a Contract Year is limited to the greater of £10,000 and twice the licence fees paid or payable for that Contract Year. This does not restrict individuals' statutory rights or a regulator's powers, or transfer a fine where the law does not permit it.

16.4(d) Your aggregate liability under the content-claim reimbursement in clause 13.6 in a Contract Year is limited to the greater of £10,000 and twice the licence fees paid or payable for that Contract Year, subject to clause 16.1.

16.4(e) Our aggregate liability for other licence and service claims in a Contract Year is limited to the greater of £1,000 and the licence fees paid or payable for that Contract Year.

16.4(f) The same loss cannot be recovered more than once. Where the same loss falls within more than one category, only the highest applicable limit applies to that loss; distinct losses remain subject to their relevant category limits. Any different limit must be expressly agreed in writing before the relevant Order or service is accepted.

16.5 The damages limits do not reduce our express duties to repair, replace or refund under section 11, pay contractual refunds or credits, or return or delete content. They do not limit your obligation to pay valid equipment prices and earned licence fees. These exceptions do not authorise double recovery or require payment that is not otherwise due.

17 Changes to these terms

17.1 We may update these terms for a legitimate service, operational or legal reason. We give at least 30 days' notice of a material change that affects you, provide a copy you can save and record the version applying to your account. An app display alone does not replace required direct notice.

17.2 If a change materially disadvantages you, you may end an affected Studio subscription or storage add-on before it applies, without charge, and we refund the unused part of an affected prepaid Essentials licence under clause 8.8 within 14 days. We do not retrospectively change an accepted equipment price, a licence already paid for, or the warranty or liability terms governing equipment already ordered, without your agreement.

17.3 A change necessary to comply with law may take effect sooner where the law requires, and a non-adverse administrative correction may apply on notice. We explain any shorter period. Where a legally required change materially reduces a paid service, the no-charge exit and unused-fee refund still apply unless the law prevents them. Price changes follow clause 8.7.

18 General

18.1 Events beyond reasonable control. Neither party is liable for delay or failure caused by an event beyond its reasonable control that it could not reasonably prevent or overcome, except for an obligation to pay an amount already properly due. Examples may include severe weather, government restrictions or major external infrastructure failure. Lack of funds, ordinary stock shortages, normal import lead times and a subcontractor's ordinary failure are not automatically such events. A supplier failure qualifies only to the extent its underlying cause meets this test and reasonable alternatives are unavailable.

18.1(a) The affected party promptly explains the event and its likely duration, takes reasonable steps to reduce its effect and resumes performance as soon as reasonably possible. Only obligations actually prevented are suspended. Licence fees for paid functions we cannot provide because of such an event are

credited for the unavailable period. A failure of your own power or connection that does not prevent us providing the service is not, by itself, a reason to stop paying fees.

18.1(b) After 30 consecutive days of material prevention, either party may end the affected unperformed part by written notice. There is no charge for ending it, and unused prepaid fees (clause 8.8) and earned credits are refunded within 14 days. For an affected equipment Order, you pay only properly completed work and unavoidable reasonable equipment or return costs under the net accounting principles in clause 11.10; savings and reasonable resale proceeds are credited and unused payments refunded. We do not charge you for work not done or recover the same value twice. This paragraph does not excuse an earlier breach by the affected party. Termination does not end an unexpired warranty for equipment already supplied or remove the remedies in clauses 11.6 to 11.8. If an event prevents an effective covered hardware remedy within a reasonable time, clause 11.6(c) remains applicable.

18.2 Notices. Send contractual notices, cancellation requests and complaints to hello@streetloop.co.uk or our registered office. We send material contractual notices to your account email address and may also use the app. An email is treated as received when delivered to the receiving system without a failure notice; we must use another reasonable route if we know it has failed. A support-hours restriction does not move a cancellation sent before a contractual deadline to a later day. We acknowledge cancellation and termination requests. Telephone support alone is not the only available cancellation route.

18.3 Transfers. We may transfer this agreement as part of a genuine business transfer if the successor can perform it and the transfer does not materially reduce your rights; we give notice. Any resulting material disadvantage permits the exit and refund in clause 17.2. You need our written agreement to transfer the agreement or a licence, which we will not unreasonably withhold or delay where the replacement business can meet it; clause 5.8 applies to a Lifetime licence. Equipment finance requires any separate provider approval.

18.4 Entire agreement. These terms, the accepted Orders and specific written variations form the agreement about their subject matter. Nothing excludes liability for fraud, fraudulent misrepresentation or another representation or remedy that cannot lawfully be excluded. Neither party may rely on a general statement here to override an express written promise incorporated into an Order.

18.5 Third parties. Except for rights that cannot lawfully be excluded, a person who is not a party has no right to enforce this agreement under the Contracts (Rights of Third Parties) Act 1999. Separate finance and supply documents may give their parties separate rights.

18.6 If a provision is unenforceable, the remaining provisions continue so far as possible. This does not permit a court or either party to invent a different commercial bargain.

18.7 A delay in enforcing a right does not waive it. A waiver must be clear and applies only to its stated circumstances.

18.8 The law of England and Wales governs this agreement and its non-contractual obligations. The courts of England and Wales have jurisdiction, subject to any mandatory rules that apply. Supplying across the UK does not remove location-specific laws, permissions, product requirements or other mandatory obligations.

Schedule 1 Licences, prices and features

The standard prices below apply from the date of this version unless a specific written arrangement is agreed. They exclude VAT (clause 8.2). Every price is for one Licensed Shop, whatever its number of screens. Equipment and installation prices are in the accepted Order; installation of the quoted equipment is included in that price.

Essentials and Studio

Licence	Price	How it is paid	Cloud storage
Included year (section 4)	Included with a qualifying equipment Order	No payment	1 GB
Essentials, one year	£89	Once, in advance	1 GB
Essentials, three years	£199	Once, in advance	1 GB
Essentials, Lifetime	£399	Once, in advance	1 GB
Studio (includes Essentials)	£9.99 a month	Monthly	50 GB

Storage add-ons (one per Licensed Shop, with Essentials or Studio)

Add-on	Price
10 GB	£1.99 a month
50 GB	£4.99 a month
200 GB	£12.99 a month

For example, Essentials with the 50 GB add-on gives 51 GB, and Studio with the 200 GB add-on gives 250 GB.

Features

Feature	Essentials	Studio
Every compatible StreetLoop screen at the Licensed Shop, with no screen limit	Yes	Yes
Upload pictures and videos, playlists and their order	Yes	Yes
Days, dates, set hours and Show only this	Yes	Yes
Remote publishing to every screen at the shop	Yes	Yes
Starting image for each screen	Yes	Yes
Quick Edit with standard templates, laid out for each screen format	Yes	Yes
Offline and recovery emails	Yes	Yes
Screen app updates and operation support	Yes	Yes
Email help during support hours	Yes	Yes
Cloud storage	1 GB	50 GB
Full Studio editor and premium templates	No	Yes
Brand kit and price list	No	Yes
Animation, slideshows and stock photos	No	Yes
Automatic layouts of full-editor designs for each screen format	No	Yes
AI-assisted design tools, within usage allowances, when available	No	Yes
Telephone help and remote assistance during support hours	No	Yes

There is no maximum screen count. We confirm equipment quantities in writing. Reasonable upload, file-size and other technical limits are shown before you choose, and any material adverse change follows the notice and exit provisions.

Schedule 2 Content rules

These rules apply to all content displayed through the service, including starting images and advertisements for other businesses.

1. Content must be lawful and must not encourage unlawful activity. You must check that the intended display is lawful at the particular location and for its intended audience.
2. You must hold the necessary copyright, trade mark, music, image and other permissions. Permission to possess a file is not necessarily permission to display it publicly or commercially.
3. Prices, descriptions and offers must be accurate and honoured as legally required. Advertising must not mislead and must comply with applicable advertising codes, including the CAP Code where it applies, and required qualifications or disclosures.
4. Advertising for regulated products or services is allowed only where the particular advertisement is lawful for that location, medium and audience. You must meet applicable age, placement and product restrictions. We do not impose an additional blanket prohibition on a lawful category merely because it concerns tobacco, vaping or another regulated product.
5. Content must not unlawfully discriminate, harass, threaten, defame or infringe privacy. Sexual or violent content must comply with all restrictions applying to its intended public display, location and audience. You need the lawful basis and permissions required for identifiable people, including any additional safeguards for children. Special-category and criminal-offence personal data must not be uploaded unless separately agreed under Schedule 3. Do not publish allegations about suspected shoplifters or other alleged offenders through the service.
6. Obtain the required premises, owner, landlord, planning, advertisement and other display permissions. A screen visible from a public place must not endanger road users, imitate a traffic signal or create an unlawful distraction.
7. Avoid rapid flashes, strobes or flicker that create a photosensitivity risk. Content must not exceed three flashes in any one-second period, and meeting that limit is not a guarantee that every display is safe. Follow reasonable safety adjustments needed for the installation and audience.
8. Content must not contain malware or interfere with security. Follow reasonable technical limits disclosed before use. We may require an immediate change necessary to address a material safety or security risk.
9. Lawful third-party advertisements are permitted. You remain responsible for obtaining the advertiser’s authority and complying with these rules; permission to display them does not make StreetLoop their promoter or remove any legal responsibility applying directly to us.

Schedule 3 Personal data in your content

1 Scope and roles

This schedule governs personal data in Your Content that we process for you, called Content Data. It is the parties' processing agreement under Article 28 of the UK GDPR. Data Protection Law means the UK GDPR, the Data Protection Act 2018 and other applicable UK data protection legislation as amended. Controller, processor and other statutory terms have their legal meanings.

You decide the purposes of the processing and are responsible for lawful collection, instructions, public display and appropriate privacy information. We are responsible for our processor obligations. If you act for another controller, you must have authority to appoint us as a sub-processor and give instructions; equivalent protections apply. Account administration and other independent controller activities are addressed separately in clause 15.1.

2 Processing description

The subject matter is operation and support of your digital screen service. Processing includes receiving, storing, organising, technically formatting, transmitting, displaying, supporting, backing up, returning and deleting Content Data. It lasts while we provide that processing service and during the limited retention, return and deletion periods below.

Content Data may contain names, business contact details, photographs, video, audio and other personal information deliberately included in authorised content. Individuals may include staff, customers, visitors, advertising subjects and others appearing in the content. Special-category data and criminal-offence data are outside the agreed processing unless separately agreed in writing with the necessary lawful basis and safeguards.

3 Instructions and confidentiality

We process Content Data only on your documented instructions, including these terms, authorised app activity and written support instructions, unless UK law requires otherwise. Where legally permitted, we tell you about a legal requirement before acting. We immediately tell you if we consider an instruction infringes Data Protection Law and may pause affected processing while that issue is resolved.

Access is limited to people who need it for the agreed processing and are bound by appropriate confidentiality duties. We do not sell Content Data, use it for our own advertising or reuse it for another customer.

4 Security

We implement and maintain appropriate technical and organisational measures under Article 32, taking account of the processing and its risks. These address access controls, confidentiality, integrity, availability, resilience, secure transmission, restoration after an incident and regular assessment of security effectiveness. We provide information reasonably required for you to assess the measures. An obligation to keep your own copies does not remove these commitments.

5 Sub-processors

You give general written authority for sub-processors needed for the agreed processing. Before processing begins, we provide a current register identifying their legal entities, functions, processing locations and relevant international-transfer safeguards. We keep that register current and make it available on request.

We give at least 14 days' written notice before adding or replacing a sub-processor, allowing you to object on reasonable data protection grounds. We work in good faith to resolve an objection before that provider processes your Content Data. If no reasonable solution is available, either party may end the affected service without charge, with a refund of unused prepaid fees under clause 8.8.

Each sub-processor must be bound by written obligations providing equivalent data protection. We remain responsible to you for its performance of those obligations.

6 International transfers

We make restricted transfers, including access from abroad, only on documented instructions and in accordance with Data Protection Law. We use applicable UK adequacy arrangements or legally valid safeguards, complete the required assessment and implement necessary additional protections. General permission to use sub-processors does not waive those requirements.

7 Rights, incidents and assistance

Taking account of the processing, we provide appropriate assistance with individuals' rights requests. We promptly pass on a request relating to Content Data and do not answer on your behalf unless authorised or legally required.

We notify you without undue delay after becoming aware of a personal data breach affecting Content Data, providing available information and updates needed to assess and respond to it. Taking account of the processing and information available to us, we assist with security, breach notifications, impact assessments and consultation with the UK data protection regulator under Articles 32 to 36.

8 Return, deletion and retention

You may instruct us to return or delete Content Data. When no licence is active for a Licensed Shop, the processing service for its Content Data continues only for content its connected screens are still playing and, for the retention period in clause 9.4, for its other files; for those other files the service ends when that period ends. An open account does not authorise an indefinite archive after the relevant processing purpose ends.

When that processing service ends, you may request one electronic copy before closure or during the following 30 days. Unless you instruct earlier deletion, we restrict remaining live Content Data to return and deletion activities during that period and delete it from live systems no later than 30 days after the service ends. We make a requested copy available without undue delay and before deleting data to which a timely return request relates. If a timely request cannot reasonably be fulfilled before the 30-day deadline, only the necessary restricted copy may remain until promptly delivered, and it must then be deleted. We do not promise recovery of content you have already instructed us to delete.

Backup copies are put beyond ordinary use when that service ends and deleted through the backup cycle no later than 90 days after that same date. They are not used for another purpose. If a backup must be restored for recovery, deletion instructions are reapplied before ordinary processing resumes. The 90 days do not start after the 30-day live-content period.

On receiving a valid deletion instruction, we promptly stop ordinary use of the affected content and remove it from active playback on connected screens under our control. The maximum deletion periods concern remaining stored copies and backups, not permission to continue displaying content. Disconnected screens are dealt with below. The same maximum periods run from a valid deletion instruction while a licence is active, unless an earlier deadline is legally required. We procure equivalent deletion by sub-processors and confirm completion on reasonable request.

If UK law requires specific Content Data to be retained, we identify the requirement where legally permitted, keep only what it requires, restrict access and delete it when that requirement ends. This is not permission for a general archive. Distinct account, invoice or legal-compliance records held as controller follow the justified retention periods in our privacy notice and are not treated as an unlimited copy of your media.

We assist with clearing cached content from connected screens under our control and provide instructions for screens that are offline or outside our control. You are responsible for copies you independently retain or control and for clearing them before selling or disposing of a screen. No outstanding invoice prevents a valid return or deletion instruction.

9 Demonstrating compliance

We provide information needed to demonstrate compliance with this schedule and Article 28 and allow and contribute to audits and inspections by you or an appointed independent auditor. Reasonable confidentiality, security and scheduling arrangements must not prevent an effective audit. Routine audits use reasonable notice; urgent incidents and regulatory requirements may justify shorter notice. We remain responsible for our own

compliance and cannot substitute a general assurance for necessary evidence.

10 Continuing protection

This schedule continues for as long as we retain Content Data. If it conflicts with another term about that processing, this schedule prevails. The commercial liability provisions apply only to the extent lawful and do not limit individuals’ statutory rights or a regulator’s powers.