

ORDER FORM · FOR BUSINESSES AND THE SELF-EMPLOYED

Your website order, in writing

This form sets out what you're ordering, what you pay and when, and who owns what. We fill it in together. Nothing is agreed until both of us have signed it.

ORDER REFERENCE

DATE ISSUED

VALID UNTIL (30 DAYS)

Before you sign

Read our [Terms of Business](#) and [the contract in plain English](#). In this form, “we” and “us” means the supplier in section 1A, and “you” means the business, or the self-employed person, in section 1B. Words with capitals, such as Build, Care Plan and Bespoke Deliverables, have the meanings given in the Terms.

1 Who the contract is between

1A · Us (the supplier)

LEGAL NAME

LEGAL STATUS

an independent web design studio run by a self-employed designer, trading as Northpin Studio

REGISTERED OFFICE OR ADDRESS

EMAIL FOR NOTICES

hello@northpin.studio

VAT

Not VAT-registered

ICO REGISTRATION

1B · You (the Client)

LEGAL NAME OF YOUR BUSINESS

Exactly as registered, or your full name if you're a sole trader or self-employed

TRADING NAME, IF DIFFERENT

COUNTRY

COMPANY NUMBER (IF YOU HAVE ONE)

Optional. Add it if you'd like it on your contract

VAT NUMBER (ONLY IF VAT-REGISTERED)

Optional. Add it if you'd like it on your invoices

REGISTERED OFFICE OR MAIN BUSINESS ADDRESS

TYPE OF BUSINESS (TICK ONE)

- ☐ Limited company ☐ LLP ☐ Sole trader or self-employed ☐ Partnership
- ☐ Other: _____
DESCRIBE

1C · Your contacts

MAIN CONTACT, WHO MAKES DECISIONS (CLAUSE 5.2)
Name and role

MAIN CONTACT'S EMAIL, AND MOBILE NUMBER FOR
WHATSAPP OR TELEGRAM

OTHER PEOPLE WHO MAY GIVE US INSTRUCTIONS BY EMAIL (CLAUSE 33.6)
Names and email addresses, or "none"

2 Business use (clause 1)

We build websites for businesses and for people's work. Sole traders, freelancers, the self-employed, partnerships and side businesses are all welcome. Please tick both boxes. If you're buying purely as a private individual (a consumer), please don't sign this form.

- ☐ **Business use.** You're ordering this website for your trade, business or profession, and not purely as a private individual (a consumer) (clause 1.1). A personal website for your work, for example a portfolio, a coach's page or a tradesperson's page, counts as a business purpose (clause 1.2).
- ☐ **Authority.** The person who signs in section 12 is allowed to sign for your business (clause 1.4).

You don't need a VAT number or a company number. Your business or trading name and an address in section 1B are all the paperwork we need (clause 1.3).

3 What you're ordering

3A · How you'll pay (tick one)

- ☐ **Build + Care Plan.** You pay for the Build in stages, then a Care Plan, monthly or yearly, from the Launch Date.
- ☐ **No-Build-Fee Plan.** No upfront build fee. You make 12 fixed monthly payments that cover the Build and a Care Plan (clause 10.4). It can't be combined with the founding-client offer.

3B · Build package (tick one)

	PACKAGE	LIST PRICE	PAGES	REVISIONS	ALSO INCLUDED	LIVE IN
☐	Launch	£590	1 long page	2 rounds	A simple logo, if you need one	5 working days
☐	Local Pro	£1,290	Up to 6	3 rounds	A simple logo, if you need one	10 working days
☐	Local Plus	£2,490	Up to 12, with 2 languages	3 rounds + a design-direction chat	A simple logo, if you need one, and a promo video	20 working days

List prices on 22 September 2026. Schedule 1 of the Terms lists everything each package includes. The simple logo is 1 concept with 1 round of changes; further rounds are an add-on. The Local Plus promo video is 20–30 seconds, in landscape and vertical formats, with 1 round of changes (an add-on for Launch and Local Pro). The design-direction chat happens by WhatsApp, Telegram or email. “Live in” counts working days from when we have both your first payment and your complete content.

3C · Care Plan (tick one)

	PLAN	MONTHLY	YEARLY	CHANGE TIME EACH MONTH
☐	Essential	£39	£390	30 minutes
☐	Growth	£79	£790	60 minutes
☐	Partner	£179	£1,790	180 minutes + a weekly update slot

BILLING (TICK ONE)

☐ Monthly ☐ Yearly (the yearly price in the table above)

Minimum term: 3 months from the Launch Date. After that, the plan runs from month to month and you can cancel by email with 30 days’ notice. No exit fee (clause 10).

3D · No-Build-Fee Plan (only if you ticked it in 3A)

	PLAN	12 MONTHLY PAYMENTS	THEN	BUY-OUT, PER PAYMENT LEFT
☐	Launch Monthly	£89 a month (total £1,068)	£39 a month (Essential)	£50
☐	Local Pro Monthly	£189 a month (total £2,268)	£79 a month (Growth)	£110
☐	Local Plus Monthly	£389 a month (total £4,668)	£179 a month (Partner)	£210

12 monthly payments, collected by automatic payment. You can end the plan earlier only as clauses 10.5 and 10.9 set out: buy out the rest of the Build and keep the site, or leave without it after at least 3 payments. The site is yours after payment 12, or when you buy out the rest of the Build (clauses 10.4 and 10.5). Your site goes live once you’ve accepted it and made your first payment (clause 7.5).

3E · Add-ons and extras

ADD-ON	DETAILS	PRICE	ONE-OFF OR MONTHLY
		£	
		£	
		£	

Add-ons are charged at the prices on our [pricing page](#) on the date of this form (clause 3.3). Some add-ons move the launch date. If so, section 6 shows the new date.

3F · Languages and scope

MAIN LANGUAGE OF YOUR SITE

EXTRA LANGUAGES
Local Plus includes 2 languages in total

4 Your domain (clause 25)

DOMAIN NAME

For example, yourbusiness.co.uk

REGISTRANT (LEGAL HOLDER)

Your business, named exactly as in section 1B

TICK ONE

- ☐ **New domain.** We register it for you, with your business as the legal holder from day one.
- ☐ **Existing domain.** You already own it, and it stays in your name.

We're listed as technical contact while your Care Plan runs, and we renew one standard domain (up to £25 a year). We send you the transfer code within 5 working days of you asking.

5 Price

	AMOUNT (GBP)
Build price (list price of the package in 3B)	£ _____
Founding-client discount of 25%, only if section 9 applies	– £ _____
Build price you pay	£ _____
One-off add-ons (from 3E)	£ _____
Care Plan (from 3C)	£ _____ a month, or £ _____ a year
Monthly add-ons, such as extra mailboxes	£ _____ a month
Minimum total	£ _____
First-year total	£ _____
No-Build-Fee Plan only: monthly payment	£ _____ × 12 = £ _____

How we work out the totals

- **Minimum total** = the Build price you pay + one-off add-ons + 3 months of your Care Plan and any monthly add-ons.
- **First-year total** = the Build price you pay + one-off add-ons + 12 months of your Care Plan and any monthly add-ons (or the yearly price, if you pay yearly).
- For example, at list prices, Local Pro + Growth is £1,290 + £79 a month (3-month minimum). Minimum total £1,527 · First year £2,238.

All prices are in pounds sterling and don't include VAT (clause 30). Northpin Studio is not VAT-registered, so no VAT is added. If we become VAT-registered, or the law requires us to charge any other VAT or similar tax, we add it as clause 30 of the Terms explains. Apart from that, the price in this form is the price you pay. We quote anything extra, and we start only after you approve it in writing (clause 3).

6 Payments and dates

6A • Build payments (Build + Care Plan route)

STAGE	DUE	SHARE	AMOUNT	DUE DATE
1. Advance payment for the discovery and design phase (clause 8)	When you sign this form	Launch, Local Pro: 50% Local Plus: 40%	£ _____	_____
2. Design approval (Local Plus only)	When you approve the design	Local Plus: 30%	£ _____	_____
3. Final payment	When the site is accepted (clause 6.3)	Launch, Local Pro: 50% Local Plus: 30%	£ _____	_____

- **Care Plan:** paid in advance, monthly or yearly, by card or Bacs Direct Debit through Stripe. The first payment is taken on the Launch Date (clause 7.3).
- **No-Build-Fee Plan:** payment 1 is due when you sign. Payments 2 to 12 are collected monthly by automatic payment (clause 7.4).
- **Invoices** are due within 7 days (clause 7.2). We invoice the final Build payment when the site is accepted, and put your site live once it's paid. On a No-Build-Fee Plan, we put your site live once you've accepted it and made your first monthly payment (clause 7.5).

6B • Dates

CONTENT DUE BY Within 10 working days of our request (clause 5.1)	TARGET LAUNCH DATE We confirm it by email once the clock starts
RUSH DATE, IF YOU ORDERED THE RUSH ADD-ON	NEW DATE, IF ADD-ONS MOVE THE LAUNCH DATE

The clock starts on the working day after we have both your first payment and your complete content (Schedule 1). Time spent waiting for you moves the date back, day for day (clause 5.3). If we miss the date for a reason within our control, Promise 3 applies: your first month of Care Plan fees is free. Its conditions and exclusions are in the Promise Terms.

7 Who owns what: copyright assignment

What this section does

It passes the copyright in your site to you. By law, a copyright transfer only works if it's in writing and signed (Copyright, Designs and Patents Act 1988, section 90(3)). That's why it's here, in the form we both sign, and not only in the Terms. It takes effect automatically when you've paid for the Build in full. You don't need to do anything else.

- 7.1 **Assignment.** We assign to you, with effect from the Assignment Date, all copyright and all other intellectual property rights in the Bespoke Deliverables, whether they exist now or come into existence later (including by way of an assignment of future copyright under section 91 of the Copyright, Designs and Patents Act

1988). The assignment covers the whole world, for the full term of those rights and any renewals and extensions, together with all rights of action for past infringement.

- 7.2 **Assignment Date.** The Assignment Date is the day we receive, in cleared funds, the Build price in full (as set out in section 5) or, on a No-Build-Fee Plan, payment 12, the buy-out under clause 10.5 of the Terms, or the day on which the Bespoke Deliverables become yours without a buy-out under clause 10.9 of the Terms. Until then, the Bespoke Deliverables belong to us, and you may use them for your business under clause 19.2 of the Terms.
- 7.3 **What the assignment doesn't cover.** Our Materials, Third-Party Materials and Your Content. From the Assignment Date, you have the permanent, free licence to use Our Materials in clause 19.3 of the Terms. Third-Party Materials stay under their own licences, listed in your licence register (clause 19.4). For AI-generated elements, we assign whatever rights we have, without promising that any rights exist or that the elements are exclusive to you (clause 19.8).
- 7.4 **Waiver of moral rights, and the author's assignment.** With effect from the Assignment Date, we unconditionally and irrevocably waive, in favour of you, your licensees and your successors in title, all moral rights in the Bespoke Deliverables under Chapter IV of Part I of the Copyright, Designs and Patents Act 1988, and any similar rights anywhere in the world. The individual author who signs in section 12 confirms that they have assigned to us, and to the extent not already assigned now assigns to us, all copyright in the Bespoke Deliverables, and waives their own moral rights in the same way. Anyone else who worked on the Bespoke Deliverables for us has assigned their rights to us and waived their moral rights in signed writing (clause 19.6).
- 7.5 **Confirmation.** Within 5 working days of the Assignment Date, we sign and send you a short confirmatory assignment, free of charge, and we sign any other document reasonably needed to record your ownership (clause 19.1 of the Terms; Promise 5).
- 7.6 **Signed writing.** We both intend this form, once signed, to be a signed assignment under section 90(3), and a signed waiver under section 87(2), of the Copyright, Designs and Patents Act 1988. We both agree that electronic signatures are valid for these purposes and satisfy any legal requirement for a signature, and neither of us will challenge this form because it was signed electronically (clause 2.2 of the Terms).

8 Portfolio and footer credit (clause 20)

- ☐ **Portfolio opt-out.** Please don't show our site in your portfolio or case studies. *Leave this unticked to allow it. You can also opt out later by email.*
- ☐ **Footer credit opt-in.** Please add a small "Website by Northpin Studio" credit to our site's footer. *We only add it if you tick this box. Its link is marked `rel="nofollow"` (or `rel="sponsored"` if a discount is linked to it), and we remove it free at any time.*

If you take the founding-client offer in section 9, you give case-study permission there, so please leave the portfolio opt-out unticked.

9 Founding-client offer (only if it applies)

- ☐ **The founding-client offer applies to this order.** Founding place _____ of 10.
NUMBER
- **What you get:** 25% off the Build price. For example, Local Pro £967.50 instead of £1,290. The discount doesn't apply to Care Plans, and it can't be combined with a No-Build-Fee Plan (clause 7.6). Your Care Plan price is fixed for your first 12 months (clause 10.6).
 - **What you give in return** (clause 20.4), by ticking both boxes below:

- ☐ **Case-study permission.** We may publish your project as a case study: your business name, screenshots of your site, a short description of our work, and before-and-after figures (such as calls, form sends and PageSpeed scores) that you approve in writing before we publish them.
- ☐ **Feedback questionnaire.** You answer a short written questionnaire after launch, by email, WhatsApp or Telegram.

Never in exchange for a review

The discount is for case-study permission and the feedback questionnaire only. You don't have to write a review or a testimonial. If you choose to write one later, we only publish it with your written consent, and we label it "Founding client (received a launch discount)". Any case study that quotes you carries the same label (clauses 20.3 and 20.4).

10 **Your customers' data (Schedule 3)**

Our Data Processing Addendum (Schedule 3) applies whenever we process personal data for you, for example the messages people send through your site's forms. You're the controller, and we're your processor.

YOUR PRIVACY CONTACT
Name and email address

FREELANCERS YOU APPROVE FOR YOUR PROJECT
(SCHEDULE 3, CLAUSE 6.1)
Name and role, for example a translator, or "none"

SPECIAL CATEGORY DATA, SUCH AS HEALTH INFORMATION (SCHEDULE 3, CLAUSE 12.3). TICK ONE.

- ☐ **None.** Your site won't collect special category data or data about criminal offences.
- ☐ **Yes.** The data and the extra safeguards we've agreed:

DESCRIBE THE DATA AND SAFEGUARDS

11 **The documents that make up the contract**

Your contract is this form together with the documents below, in the versions published on the date you sign it. They're part of the contract as if they were written out here in full. By signing, you confirm that you've been able to read, download and save them.

DOCUMENT	WHERE TO READ IT
Terms of Business , with Schedule 1 (Build) and Schedule 2 (Care Plan). Version: last updated 22 September 2026.	northpin.studio/legal/terms PDF: northpin.studio/downloads/northpin-terms-of-business.pdf
Schedule 3: Data Processing Addendum	northpin.studio/legal/data-processing
Schedule 4: Acceptable Use Policy	northpin.studio/legal/acceptable-use
Promise Terms: our promises, full terms	northpin.studio/legal/guarantees
Sub-processor list (referred to in Schedule 3)	northpin.studio/legal/sub-processors
The contract in plain English. <i>A summary to help you. It isn't part of the contract.</i>	northpin.studio/legal/contract

If these documents disagree, they apply in this order: (1) Schedule 3, for anything about personal data; (2) this form; (3) the Promise Terms, for the promises they describe; (4) the Terms of Business; (5) the other Schedules. Any other terms, such as those on a purchase order, don't apply (clause 2.3).

ANYTHING ELSE WE'VE AGREED FOR THIS ORDER

This changes the Terms only where it says so. Write "none" if there's nothing.

Key terms at a glance

Care Plan minimum	3 months from launch. After that, cancel any time by email with 30 days' notice. No exit fee.
No-Build-Fee Plan	12 monthly payments. To leave early, buy out the rest of the Build (£50, £110 or £210 for each payment left) and keep the site, or leave without it after at least 3 payments. If we end the plan early, the site is yours without a buy-out (clause 10.9).
Domain	Registered in your name from day one, with us as technical contact. We renew it while a plan is active. Transfer code within 5 working days of a request.
Site ownership	Yours once the Build is paid in full, or after payment 12 on the No-Build-Fee route, under the signed assignment in section 7. Our reusable components come with a permanent, free licence. Stock images and fonts stay under their own licences.
Leaving	Domain transfer code and your content, plus, once the Build is paid for, a full site export (static files) and licence list. Free, within 5 working days once all undisputed sums are paid. Your site stays online until the end of the period you've paid for.
If we stop trading	We hand over everything above to every active client.
Price changes	At most once a year, capped at 5%, with 30 days' notice. You can cancel before the change applies. Founding clients' Care Plan price is fixed for their first 12 months.
Paying yearly	Two months free. A reminder email 30 days before renewal, with a one-click way to cancel. If you cancel, the plan runs to the end of the year you've paid for and doesn't renew (no part-year refunds, clause 10.3).
Results	We don't promise rankings, calls, bookings or revenue (clause 14).
Liability	Our total liability for all claims together is limited to the greater of the fees paid and payable in the 12 months before the event that led to the claim, and £2,500. No liability for indirect losses such as lost profits. Nothing limits liability for death or personal injury caused by negligence, fraud, or anything else the law doesn't allow to be limited (clause 16).

Signatures

By signing, we both agree to this form and to the documents in section 11. Electronic signatures are valid for every part of this form, including the copyright assignment and the waiver of moral rights in section 7, and satisfy any legal requirement for a signature (clause 2.2 of the Terms). This form may be signed in separate copies, which together form one document (clause 33.13).

Signed for the Client

By a person authorised to sign for the business in section 1B

SIGNATURE

FULL NAME

ROLE

DATE

Signed for Northpin Studio

By the person who runs Northpin Studio (the full name below is the party you contract with)

SIGNATURE

FULL NAME

ROLE

DATE

Author's assignment and waiver

Signed in a personal capacity by the individual who created the Bespoke Deliverables for us, to confirm that they have assigned, and to the extent not already assigned now assign, to Northpin Studio all copyright in the Bespoke Deliverables, and to waive their moral rights under section 7.4

SIGNATURE

FULL NAME

DATE

Questions before you sign? Email hello@northpin.studio. We reply within 1 working day.