

Website & Care Plan terms

For UK businesses · Effective 19 October 2026 · <https://wisecoda.com/website-plan-terms>

These terms apply to your website build and the Wisecoda Care Plan for clients in the United Kingdom. They form our agreement together with your order: the agreed one-off project price, any extras you choose and your monthly care price, as confirmed to you in writing when you sign up.

Wisecoda is a trading name of Michal Winiarski, a sole trader based in Norwich, United Kingdom ("we", "us"). "You" means the business that signs up. The Care Plan is for businesses: by signing up you confirm that you are acting for your business, not as a consumer.

1. What the plan includes

Website design and build start from £1,600, paid in three stages. The Care Plan starts from £79 a month. The base offer includes:

- A custom-designed website of up to 5 pages
- A simple contact form
- Hosting, SSL and domain set-up
- Security updates, backups and uptime checks
- Search-ready set-up and help with your Google Business Profile
- Up to 30 minutes of changes every month
- Our own design and build: we do not start from a bought template.

2. Add-ons and extras

Extra pages and standard feature setup have the one-off prices shown below. More than 12 pages, custom tools and e-commerce are quoted individually. Monthly care uses one tier according to the features your website needs; tier prices are not added together. Current prices:

- Up to 8 pages: an additional £600 for the build, paid once
- Up to 12 pages: an additional £1,200 for the build, paid once
- Advanced forms & quote requests: £400 setup, paid once. One multi-step form with conditional questions or file uploads. Complex quote calculators are quoted separately.
- Blog or news: £400 setup, paid once. Article pages and publishing tools. Writing articles is separate.
- Online booking: £800 setup, paid once. Availability, a booking calendar and email confirmations, without payments.
- Bookings with online payments: £1,200 setup, paid once. Booking plus Stripe payments or deposits. Replaces the booking-only option; Stripe fees are separate.
- Booking with payments replaces booking without payments; you never pay both setup fees.
- Wisecoda Care Plan: £79 a month (one tier applies)
- Care Plan with advanced forms: £99 a month (one tier applies)
- Care Plan with online booking: £129 a month (one tier applies)
- Care Plan with bookings and payments: £179 a month (one tier applies)
- Analytics with a monthly report: £30 a month
- Social Media Management: from £800 a month plus £600 setup, paid once. Instagram and Facebook (Meta): up to 8 posts a month.
- Active Social Media: £1,200 a month plus £600 setup, paid once. Instagram and Facebook (Meta): 15 posts a month.

- Each language beyond English: £600, paid once
- Logo and brand: £1,000, paid once
- Writing the text: £500 for up to 5 pages or £1,200 for up to 12 pages, paid once
- Business email set-up (Google Workspace): £150, paid once (the Google Workspace subscription itself is paid by you to Google, see section 8)
- More than 12 pages, complex quote calculators, client logins or custom tools, e-commerce, photography and text for larger websites: quoted individually before any work starts

Marketing packages (advertising and social media) are ordered separately, with their own setup, monthly fee and 3-month minimum term, confirmed in your order. The website Care Plan minimum term is separate.

You can add features at any time. We confirm the one-off setup price and any change to care before starting. A new monthly price applies from the month after the feature goes live. Monthly services can be removed once the care minimum term is complete, with 30 days' notice.

The payment stages apply to the agreed one-off project price, including extras in your order. For extra work ordered after launch, we confirm its payment schedule in writing before starting.

Outside costs, such as a Shopify subscription or a paid plugin, only arise if your project needs them. We agree them with you in writing first, and you pay them directly or at cost.

3. Project payments, design approval and launch

You pay 25% of the agreed one-off project price before we start, 25% after you approve the initial design in writing, and the remaining 50% before publication. The first payment is a deposit towards the build, not a monthly care payment. It is non-refundable once work starts.

Most websites take 2 to 6 weeks. We agree a launch date with you before we start. The date depends on receiving your text, photos and feedback on time; we tell you if a delay on either side moves it.

We ask you to approve the design and the finished website in writing (an email is enough) before launch. Your approval confirms that the work matches what we agreed.

Monthly care starts when your website launches. If missing content or approval delays the project, we agree a revised schedule with you; we do not publish the website until the final project payment has been received.

4. Payment

Build payments follow the stages in section 3. Monthly care is paid in advance, starting at launch and then on the same day each month, by Direct Debit or card through our payment provider.

We are not VAT registered, so we do not charge VAT. If that changes, we will tell you at least 60 days in advance.

If a payment fails, we will let you know and try again. If a payment is more than 14 days late we may pause changes to your website until it is paid; if it is more than 30 days late we may take the website offline after giving you 7 days' written notice. We may also charge statutory interest under the Late Payment of Commercial Debts (Interest) Act 1998.

5. Minimum term and ending the plan

The Care Plan has a 12-month minimum term, then rolls monthly with 30 days' notice. The care term starts at launch. The design and build are paid separately and are not financed through care.

After the first 12 months the plan continues month to month. You or we can end it at any time with 30 days' written notice.

If you want to end care during its minimum term, the care fees for the rest of that term become due. Once everything due is paid, care ends and we hand over your website as described in sections 11 and 12.

We may end the plan straight away by written notice if you do not pay what is due after the steps in section 4, if you use the website for anything unlawful, or if you seriously break these terms. Fees for the rest of any minimum term then become due.

6. Your price

The monthly price you join at is the price you keep. If our price list changes, the new prices apply to new clients.

We review the prices of existing plans no more than once every 24 months and always give you at least 60 days' written notice of any change. If the change takes effect after your first 12 months and you do not want to continue, you can end the plan with 30 days' notice before the new price applies.

7. Changes included each month

Up to 30 minutes of changes each month are included: small edits such as new text, photos, prices or opening hours, or an extra section on a page. Unused time does not carry over to the next month.

Send changes to hello@wisecoda.com. We make them as soon as we reasonably can and tell you if something will take longer than a few working days.

New pages, new features and larger redesigns are not part of the monthly changes. We send you a quote first, and nothing is added to your bill without your written agreement.

8. Hosting, domain and care

We host your website with reputable providers, keep its software and security up to date, keep backups and check every few minutes that it is online. We aim to keep it available at all times, but no website can be guaranteed to be online without interruption, for example during an outage at a hosting provider.

Your domain name is always registered in your name, so it belongs to you. We register and manage it for you in our domain account, so you never need to deal with technical settings. The registration fee is added to your first bill and renewals are charged at cost when they fall due. If the plan ends, we transfer the domain to you or to the provider you choose.

Business email is not part of the plan. If you choose our business email set-up, we create a Google Workspace account in your name, connect it to your domain and hand it to you when your website launches. Google bills its subscription to you directly, so you add your own payment card to the account (we can help you do this). The account is yours from the start and its cost is yours on an ongoing basis.

9. Who owns the website

Your own material stays yours: the text, photos, logos and other content you give us. You confirm you have the right to use it, and you allow us to use it on your website.

Once the agreed one-off project price is paid in full, the website design, its code and the text we created for it belong to you. The monthly care term does not delay that ownership. The Wisecoda Platform and third-party software remain separate as described below.

A logo and brand or text paid for as a one-off extra belong to you once paid in full.

Open-source software, fonts and other third-party components stay under their own licences, which allow their use on your website.

The Wisecoda Platform (section 10) is not part of your website and always remains ours.

We may show your website in our portfolio and case studies. Tell us if you would rather we did not.

10. The Wisecoda Platform

The Wisecoda Platform is our own software, separate from your website. It is part of the Care Plan, and you can use it only while your plan is active. It is not sold, licensed or handed over separately, and it does not become yours when the website does.

Depending on your plan, the platform can include:

- your content editor, where you or we update text, photos, galleries, reviews, prices or opening hours without changing the code
- online booking and bookings with payments, including the booking calendar, confirmation emails and the bookings list
- client logins, member areas and other custom tools we build for you
- the database, file storage, email sending, spam protection and monitoring that these features need

Your website reads its content from the platform, and its code always keeps a copy of that content, so the website itself can be handed over without being rebuilt (section 11). The platform features above cannot be handed over: they stop when the plan ends (section 12).

11. If you leave: what you receive

When care ends and everything due has been paid, we prepare a handover pack and send it to you by the last day of your notice period. We keep hosting your website until that day.

The handover pack contains:

- the website's complete source code, with your latest content (text, images, galleries, reviews, opening hours and so on) written into it, so it works on its own without the Wisecoda Platform
- your images and other files in their original form
- an export of your data from platform features, in common file formats such as CSV or JSON (for example your bookings, form messages or client list)
- the transfer of your domain name to you or to the provider you choose
- a short handover note listing what the website needs to run, as described in section 12
- the removal of our administrator access to your business email account, if we set one up (the account is already yours and keeps working)

The handover is a one-off. After it, we no longer host, update, back up or monitor the website.

12. If you leave: what stops and what you arrange yourself

While you are on the plan, we arrange and pay for everything your website runs on. At the handover all of the services below stop for your website, whether they were included in your plan or added to it:

- hosting of the website and its security certificate (SSL)
- management and renewal of your domain name, and its DNS settings
- software and security updates, backups, and uptime and error monitoring
- the monthly changes included in the plan
- delivery of contact, enquiry and quote form messages to your inbox
- spam protection for your forms
- analytics and the monthly report, and the cookie consent set-up that goes with them
- everything that runs on the Wisecoda Platform: the content editor, online booking, bookings with payments, client logins and custom tools, and the database, file storage and email sending behind them

From the handover, choosing, setting up and paying for hosting and any services your website needs is your responsibility, or that of the developer or provider you choose. We do not recommend, choose or arrange providers for you after the handover. The handover note (section 11) lists what your website needs, so whoever takes it on knows what to set up.

Setting up services, moving the website, changing content and any technical support after the handover are not part of the Care Plan. If you would like us to do any of this, or to build a stand-alone version of a platform feature, we will quote for it first.

13. After the handover

We delete our copies of your website and its data 30 days after the handover, unless the law requires us to keep something longer. Please check the handover pack as soon as you receive it.

If you rejoin the Care Plan later, we can move your website back onto our hosting and the Wisecoda Platform; we will quote for any work this needs.

14. Your part

To keep your project on time and your website accurate, you agree to:

- send content, information and feedback when we ask for it
- check the website before launch and tell us about anything that is wrong
- make sure the information on your website is accurate and lawful, including prices, offers and claims about your business
- keep your contact details up to date so we can reach you about your website and payments

15. Data protection

When your website collects personal data, for example through a contact form or bookings, you are the controller of that data and we process it on your behalf. We only use it to run your website and as you instruct us, keep it secure, use only reputable providers (listed in our Privacy Policy) under appropriate terms, help you respond to requests from the people concerned, tell you without undue delay about any personal data breach, and delete or return it when the plan ends.

You are responsible for your website's privacy policy and cookie choices; we will help you put them in place.

16. Liability

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

Otherwise, our total liability to you under this agreement is limited to the fees you paid us in the 12 months before the claim. We are not liable for loss of profit, revenue, business or goodwill, or for indirect losses, or for outages and changes at third-party providers we do not control.

17. General

We may update these terms. Changes that affect your existing plan are sent to you in writing at least 60 days before they apply. The version that applies to you is the one confirmed when you signed up, as updated by any such notice.

Notices can be sent by email: to hello@wisecoda.com for us, and to the email address on your account for you.

These terms are governed by the laws of England and Wales, and the courts of England and Wales have jurisdiction.

18. Marketing packages

If you order a marketing package, sections 4, 6, 14 to 17 of these terms also apply to it, together with the following. The packages and their current prices are:

- Google: £800 setup, then £1,000 a month
- Meta: £1,000 setup, then £1,500 a month
- ChatGPT Ads: £600 setup, then £600 a month

Minimum term: 3 months from the date your campaigns go live, so they have time to gather data. After that the package continues month to month and you can end it with 30 days' notice. It is separate from the website Care Plan and its minimum term.

Payment: the setup fee is paid before we start. Monthly fees are paid in advance each month. If a payment is late, the steps in section 4 apply, except that we pause your campaigns rather than your website. If you end a package during its minimum term, the monthly fees for the rest of that term become due.

Refunds: the setup fee is non-refundable once work has started. Monthly fees for months that have started or been worked are non-refundable. If we cannot deliver an agreed part of a package, we credit or refund the fee for that part only.

Advertising budget: you pay your advertising budget directly to Google, Meta or OpenAI under their own terms, using your own payment method. It never passes through us, so we cannot refund it and are not responsible for those platforms' charges, policies or account decisions.

Your accounts: advertising accounts and data are set up in your name and belong to you. You give us access to manage them while the package is active; when it ends, you keep the accounts and we remove our access.

No guaranteed results: we do not promise a number of enquiries, sales, rankings or positions. We promise careful work, honest monthly reports and prompt changes when something is not working.

Content and approvals: you confirm you have the rights to the photos, text and logos you give us, and that your business, offers and claims in ads are accurate and lawful. Where you approve ads or posts before they go live, you are responsible for what you approved.