

# CASE STUDY



## DRAFTING ALL BUSINESS TERMS TO GET A STATE-OF-THE-ART APP TO MARKET

### Challenge

Our client, The Island, designed and created a state-of-the-art mobile platform that was aimed at facilitating social connections. Its clients include student residences and facilities, employers, event organisers and tourist venues. The app is particularly helpful to those finding it hard to connect during the pandemic.

The Island needed help to create all the business terms needed to launch its app into the market.

### Solution

First, we helped The Island to consider its business model and review all of its data-processing activities. We deployed our Fact Finder approach to get things moving.

Using the information gleaned through the Fact Finder process, we helped the client to create:

- A process for data protection impact assessments (“**DPIAs**”) to consider its particular data-processing activities, including geolocation services.
- A new standard master services agreement for the use of its app. We made sure that the agreement could be tailored for use with particular clients. We also structured it to enable efficient expansion of a client’s service by using a standard order form process.
- An end-user licence agreement (“**EULA**”) and an acceptable use policy for use of the app.
- A privacy policy and cookie policy for the website, based on The Island’s specific data-processing activities.
- A set of terms and conditions and an acceptable use policy to cover its website and social media channels.

### Impact

Having this documentation in place is one of the building blocks of setting up a business. Creating it was part of the upfront investment costs in launching the client’s innovative new app, but most of it has the added benefit of being reusable for all future customer contracts.

It helps the client to have the commercial protections that it needs with its customers and end users, and also ensures compliance with the GDPR and other legislation. In this way, our client will hopefully avoid the large fines that would otherwise follow.

## [THE ISLAND]

**Mobile platform designed to facilitate social connections among residents, tenants, staff and customers**

### Client testimonial

*“Pritchetts were responsive, supportive and provided us with straightforward advice, without the legal jargon. They worked around the clock to meet our deadlines and ensure that we were able to secure our new customer relationship in time. Highly recommended.”*

**Manfredi Di Cintio,**  
Director

You can find out more by [emailing us](#), or calling us on 0117 307 0266