HoWA home organisation platform terms

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HoWA is a home organisation and intelligence platform. It helps you keep home records, organise tasks and arrange bookings with third party service sellers. Your HoWA platform account is separate from any service account. HoWA does not supply the booked physical services or take payment for them.

1 Your platform agreement

HoWA is provided by HoWA Living Ltd, company number 15470281, registered in England and Wales, with registered office at 12 Hatherley Road, Sidcup, Kent DA14 4DT (HoWA, we, us). Contact us at sales@willowalexander.co.uk, by post at that address, or through the support route shown in your HoWA account.

These terms govern the HoWA website, digital account, home organisation features and service booking interface. We will present them when you create an account or otherwise enter into the platform agreement. Separate purchase terms apply to any optional paid digital plan you choose, as described in section 5. Browsing the website or linking a service account does not create a paid subscription.

2 Home organisation and third party services

HoWA provides the features described for your account or plan, which may include home records, reminders, information, recommendations and tools for organising tasks and service bookings. Physical services are optional. You can use HoWA without purchasing a House service.

Where you choose a service, HoWA helps transmit your request, organise the booking and display information returned by the service seller. You authorise us to communicate the booking instructions you expressly confirm. A suggestion or recommendation alone does not authorise a purchase.

Before you commit, the booking information identifies the legal business selling the service (the Service Seller), its contact details, the service, price and applicable booking and cancellation terms. A physical-service contract is formed with that seller when it accepts the booking under its terms; an enquiry or automated receipt alone is not acceptance.

The Service Seller is responsible for its service contract, including arranging delivery, supervising any subcontracting, dealing with workmanship and attendance complaints and providing service remedies. HoWA does not become the seller or delivery contractor by providing the interface, scheduling tools, messages or records.

3 House services and provider neutrality

For a House service, the Service Seller is House of Willow Alexander Ltd, company number 15062693. House appoints a House Approved trade professional or delivery business to fulfil the work and remains responsible to you as the seller. The delivery business is identified in the booking information when allocated. It may be a separate Willow Alexander service company or another contractor appointed by House.

HoWA's platform role is separate from House's service role. "House Approved" describes House's approval of its delivery professional; it is not a HoWA guarantee of workmanship or a transfer of responsibility to HoWA.

HoWA is designed to support different service sellers and does not require you to buy from House. This does not mean that HoWA has no commercial relationship with House or another seller, or that every available provider is listed or ranked equally. We will identify sponsored placements and explain material commercial relationships or ranking influences where relevant to your choice. Those relationships do not change the seller identified in your service contract.

4 Service payments and refunds

HoWA does not collect, receive, hold or settle customer payments for third party physical services. HoWA is not the merchant, payment collection agent or escrow provider for those services. You pay the Service Seller through that seller's payment processor or payment page. For a House booking, you pay House of Willow Alexander Ltd.

The payment page identifies the seller, total price and expected payment statement description before you pay. A payment link displayed in HoWA, or a payment status returned to HoWA, does not mean that HoWA has received the money. Do not send service payments to HoWA.

The Service Seller is responsible for service refunds and payment disputes under its contract and applicable law. HoWA can help pass on information but does not issue or fund the seller's service refunds. This does not exclude HoWA's liability for its own breach or wrongdoing, or any remedy you may have against your payment provider.

A seller may separately pay HoWA an agreed business fee or commission for platform access or arranging bookings. Such a payment is between those businesses; it is not HoWA collecting your service payment. It does not reduce a service refund legally due to you and does not, by itself, mean that HoWA independently endorses the seller.

5 Optional HoWA digital plans

Activating or claiming a House account does not enrol you in a paid HoWA plan. Any optional paid membership or digital feature is a separate HoWA product, not payment for a third party service.

Before you agree to a paid digital product, we will supply its features, total price including taxes, billing provider, billing period, any minimum term, renewal terms and cancellation rights. No such charge is authorised by service-account linking alone. The rule that HoWA does not receive service payments in section 4 concerns third party physical services; a separately agreed HoWA digital subscription has its own payment arrangements.

A House appointment cancellation policy does not govern a HoWA digital purchase. We will explain your applicable statutory cancellation rights and ask for any consent or acknowledgement required before starting digital supply during a cancellation period. Your paid plan's purchase terms will be provided before you agree to it. These platform terms do not waive your statutory rights.

6 Activating or claiming a House account

Your HoWA digital account and House customer account are separate, linked accounts. To book or manage House services online through HoWA, sign into or create your HoWA account and activate or claim your House account. If you already have a House account, claiming it links the relevant existing account instead of changing the seller of earlier bookings.

We verify your authority before exposing existing service records. You must have permission to manage the account and the relevant property information. Linking is not a legal merger of accounts or a transfer of the service contract, and it does not waive a claim against House or another party.

The account link allows authorised booking information and instructions to pass between HoWA and House's service systems, including ServiceOS, so that bookings and updates can be shown in HoWA. Before linking, we explain what information will be shared and why. Other sellers' linking arrangements are explained when offered.

7 Information privacy and service records

The HoWA Privacy Notice and the relevant seller's privacy notice explain who handles your information, for what purposes and lawful bases, how long it is retained and how to exercise your rights. Accepting these terms is not consent to unrelated marketing or unrestricted data sharing.

Service records may include relevant photographs, work summaries and timestamped attendance information. Information recorded by a trade professional can be incomplete, disputed or uploaded later. Records are evidence, not a binding decision about time worked, damage or liability. You may ask for an apparent error to be reviewed and provide other evidence.

Linking does not automatically expose every internal note, access code, photograph or item in a seller's system. Only information appropriate to the authorised purpose and access level should be made available. Another household member's or former resident's private information is not automatically shared because it relates to the same address.

You retain your rights in content you provide. You grant us the permission needed to store, process and display that content to provide your chosen features and authorised sharing, subject to our privacy obligations. This does not grant unrestricted ownership of your content or permission to publish home photographs for marketing.

8 Account use and platform information

Give accurate account information, keep credentials secure and use sharing permissions responsibly. Tell us promptly if you suspect unauthorised access. You must not access another person's records without authority, upload unlawful material or deliberately disrupt the platform. You are not responsible for a failure caused by HoWA merely because it occurred through your account.

We provide our platform services with reasonable care and skill. Information from public records, uploaded documents, connected services or automated tools may need correction or professional interpretation. Home guidance and scores do not replace an inspection, survey or specialist advice where required, and the platform is not an emergency response service. These limits do not remove a commitment we have expressly made or our responsibility for our own statements and errors.

We or our licensors own the platform software and website content. You may use them for your authorised use of the service. This does not restrict rights you have under law or ownership of your own content.

9 Complaints and responsibility

Send service concerns, including workmanship, purchased time, non-attendance, cancellation, refunds or damage from work, to the Service Seller identified in your confirmation. For House bookings, contact House even where a separate trade professional attended. You do not need an active HoWA account to make a service complaint or exercise your rights.

Send concerns about HoWA accounts, platform features, communications or data handling to HoWA. We may help communicate a service complaint, but this does not make us the physical-service seller or an independent dispute adjudicator.

HoWA remains responsible for loss for which it is legally liable arising from its own breach, negligence, misleading statements or other wrongful acts or omissions. A description of HoWA as a neutral platform does not exclude those obligations or make House or another seller responsible for HoWA's own failures.

Nothing in these terms excludes liability for death or personal injury caused by negligence, fraud or fraudulent misrepresentation, or any liability that cannot lawfully be excluded. Consumer rights and remedies relating to our digital services and content remain unaffected. No zero-fee or booking-price limit is imposed on a claim simply because you use a free account or a separate service seller.

10 Unlinking closing or restricting an account

You may request unlinking or account closure through the available controls or by contacting us. We will explain the effect on access and records. Closure or unlinking does not itself cancel a service booking or a separately paid digital plan; use the cancellation route for that booking or plan. It does not extinguish claims or require records to be erased where lawful retention is necessary.

We may restrict access where reasonably necessary to address security, unlawful use or a material breach. We will explain the reason and allow a reasonable opportunity to resolve it where appropriate, unless doing so would create a security risk or breach the law. Any action must be proportionate and preserve remedies for a service we have failed to provide.

If we discontinue a paid platform feature or materially reduce what you purchased, we will give reasonable notice where practicable and explain your cancellation and refund rights. Temporary loss of platform access does not remove your direct rights against a service seller.

11 Changes and applicable law

We may make proportionate changes for legal, security or service reasons and will notify you of material changes with reasonable advance notice where practicable. We will explain any right to end an affected paid arrangement. Changes do not retrospectively alter an existing service contract, justify an undisclosed charge or remove accrued rights.

These terms are governed by the law of England and Wales. This does not deprive a consumer of mandatory protections or rights to bring proceedings in courts available under the law that applies to them. If a provision is unenforceable, the remaining provisions continue so far as lawful.