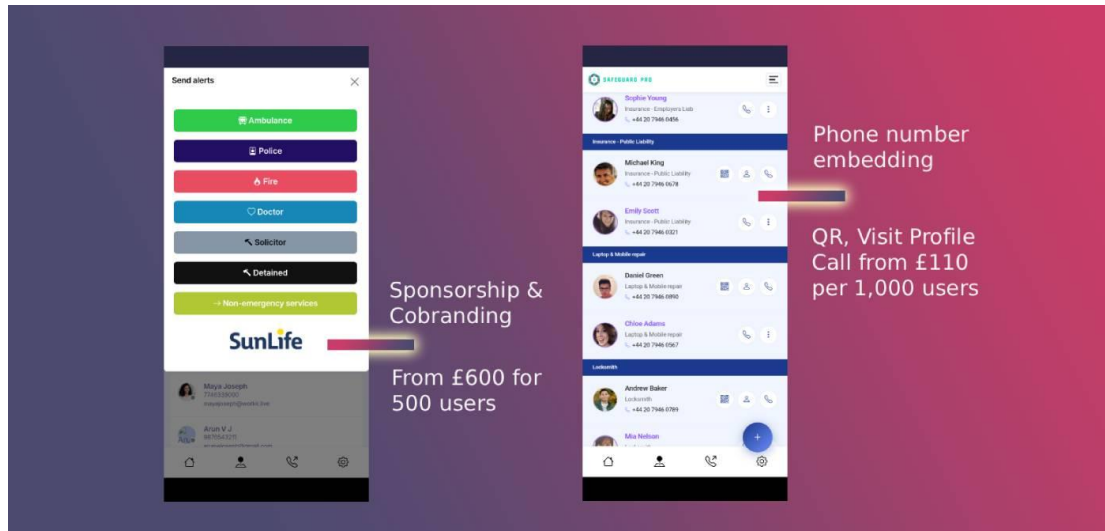


EQLL2 - PHONE NUMBER EMBEDDING



Borough, county, Unitary authority and Editions Selector

This Selector should help you choose the Editions, Categories and Areas you wish to embed your phone number and your business profile on your audience's phone

Editions

There will be **5 Editions** aimed at the following market segments that you could embed in 2025-26

1. **R** - Retail Business Owners - 1000 per Area
2. **S** - SME Small to Medium Enterprise, Directors - 5 to 10 Employee companies - 1000 per Area
3. **N** - NHS workers, Care Workers - 1000 per Area
4. **H** - High Networth Individuals - 1000 per Area
5. **C** - Council workers and similar - 1000 per Area

Each edition will be announced to existing embedding customers and will be open for booking for up to 30 days, with 7 days of grace.

Categories

There will be up to 40 Non-emergency categories available per area. There will be up to two choices under each category.

Accountant, Air Conditioning repair, Auto repair, Broadband, Corporate lenders, Electrician, Glazing & Glass, Handyman, Hosting & Domains, Insurance - Employers Liability, Insurance - Public Liability, Insurance - Vehicles, Insurance - Inventory, Laptop & Mobile Sales, Laptop & Mobile repair, Locksmith, Man & Van, MiniCab, Neo banks, Payments Processing, Private Security, Printing, Roller shutter repairs, Shop - Supplies, Shop Fitters, Sign makers, Social Media managers, Solicitor- Conveyancing, Solicitor- Criminal, Solicitor- Employment, Solicitor-Immigration, Software, Stationery and Promotional goods, Tax advisors, Tee shirt Printers, Telecoms suppliers, Website designers, Window Cleaners and two 'Others' (to be decided during the 30 days prior to closing bookings).

Areas

London boroughs (33)

	Edition		Edition
1. Barking and Dagenham	R	18. Islington	R
2. Barnet	R	19. Kensington and Chelsea	R
3. Bexley	R	20. Kingston upon Thames	R
4. Brent	R	21. Lambeth	R
5. Bromley	R	22. Lewisham	R
6. Camden	R	23. Merton	R
7. Croydon	R	24. Newham	R
8. Ealing	R	25. Redbridge	R
9. Enfield	R	26. Richmond upon Thames	R
10. Greenwich	R	27. Southwark	R
11. Hackney	R	28. Sutton	R
12. Hammersmith and Fulham	R	29. Tower Hamlets	R
13. Haringey	R	30. Waltham Forest	R
14. Harrow	R	31. Wandsworth	R
15. Havering	R	32. Westminster	R
16. Hillingdon	R	33. City of London	R
17. Hounslow	R		

County Councils

	Edition
1. Cambridgeshire County Council	
2. Derbyshire County Council	R
3. Devon County Council	R
4. East Sussex County Council	R
5. Essex County Council	R
6. Gloucestershire County Council	R
7. Hampshire County Council	R
8. Hertfordshire County Council	R
9. Kent County Council	R
10. Lancashire County Council	R
11. Leicestershire County Council	R
12. Lincolnshire County Council	R
13. Norfolk County Council	R
14. Nottinghamshire County Council	R
15. Oxfordshire County Council	R
16. Staffordshire County Council	R
17. Suffolk County Council	R
18. Surrey County Council	R
19. Warwickshire County Council	R
20. West Sussex County Council	R
21. Worcestershire County Council	R

Metropolitan districts

1. Barnsley Borough Council	Edition	19. Rochdale Borough Council	Edition
2. Birmingham City Council	R	20. Rotherham Borough Council	R
3. Bolton Borough Council	R	21. South Tyneside Council	R
4. Bradford City Council	R	22. Salford City Council	R
5. Bury Borough Council	R	23. Sandwell Borough Council	R
6. Calderdale Borough Council	R	24. Sefton Borough Council	R
7. Coventry City Council	R	25. Sheffield City Council	R
8. Doncaster Borough Council	R	26. Solihull Borough Council	R
9. Dudley Borough Council	R	27. St Helens Borough Council	R
10. Gateshead Borough Council	R	28. Stockport Borough Council	R
11. Kirklees Borough Council	R	29. Sunderland City Council	R
12. Knowsley Borough Council	R	30. Tameside Borough Council	R
13. Leeds City Council	R	31. Trafford Borough Council	R
14. Liverpool City Council	R	32. Wakefield City Council	R
15. Manchester City Council	R	33. Walsall Borough Council	R
16. North Tyneside Borough Council	R	34. Wigan Borough Council	R
17. Newcastle Upon Tyne City Council	R	35. Wirral Borough Council	R
18. Oldham Borough Council	R	36. Wolverhampton City Council	R

Unitary Authorities

1. Bath & North East Somerset Council	Edition	32. North Northamptonshire	Edition
2. Bedford Borough Council	R	33. North Somerset Council	R
3. Blackburn with Darwen Council	R	34. North Yorkshire Council	R
4. Blackpool Council	R	35. Northumberland County Council	R
5. Bournemouth, Christchurch & Poole	R	36. Nottingham City Council	R
6. Bracknell Forest Borough Council	R	37. Peterborough City Council	R
7. Brighton and Hove City Council	R	38. Plymouth City Council	R
8. Bristol City Council	R	39. Portsmouth City Council	R
9. Buckinghamshire Council	R	40. Reading Borough Council	R
10. Central Bedfordshire Council	R	41. Redcar and Cleveland Council	R
11. Cheshire East Council	R	42. Rutland County Council	R
12. Cheshire West and Chester Council	R	43. Shropshire Council	R
13. Cornwall Council	R	44. Slough Borough Council	R
14. Cumberland Council	R	45. Somerset Council	R
15. Durham County Council	R	46. Southampton City Council	R
16. Darlington Borough Council	R	47. Southend-on-Sea Council	R
17. Derby City Council	R	48. South Gloucestershire Council	R
18. Dorset Council	R	49. Stockton-on-Tees Council	R
19. East Riding of Yorkshire Council	R	50. Stoke-on-Trent City Council	R
20. Halton Borough Council	R	51. Swindon Borough Council	R
21. Hartlepool Borough Council	R	52. Telford and Wrekin Council	R
22. Herefordshire Council	R	53. Thurrock Council	R
23. Isle of Wight Council	R	54. Torbay Council	R
24. Hull City Council	R	55. Warrington Borough Council	R
25. Leicester City Council	R	56. Westmorland & Furness Council	R

26. Luton Borough Council	R	57. West Berkshire Council	R
27. Medway Council	R	58. West Northamptonshire Council	R
28. Middlesbrough Borough Council	R	59. Wiltshire Council	R
29. Milton Keynes Council	R	60. Windsor & Maidenhead Council	R
30. North East Lincolnshire Council	R	61. Wokingham Borough Council	R
31. North Lincolnshire Council	R	62. City of York Council	R

District Councils

1. Adur District Council	R	83. Malvern Hills Council	R
2. Amber Valley Borough Council	R	84. Mansfield Council	R
3. Arun District Council	R	85. Melton Borough Council	R
4. Ashfield District Council	R	86. Mid Devon Council	R
5. Ashford Borough Council	R	87. Mid Suffolk Council	R
6. Babergh District Council	R	88. Mid Sussex Council	R
7. Basildon Borough Council	R	89. Mole Valley Council	R
8. Basingstoke & Deane Council	R	90. New Forest Council	R
9. Bassetlaw District Council	R	91. Newark & Sherwood Council	R
10. Blaby District Council	R	92. Newcastle-Under-Lyme Council	R
11. Bolsover District Council	R	93. North Devon Council	R
12. Boston Borough Council	R	94. North East Derbyshire Council	R
13. Braintree District Council	R	95. North Hertfordshire Council	R
14. Breckland District Council	R	96. North Kesteven Council	R
15. Brentwood Borough Council	R	97. North Norfolk Council	R
16. Broadland District Council	R	98. North West Leicestershire	R
17. Bromsgrove District Council	R	99. North Warwickshire Council	R
18. Broxbourne Borough Council	R	100. Norwich City Council	R
19. Broxtowe Borough Council	R	101. Nuneaton & Bedworth Council	R
20. Burnley Borough Council	R	102. Oadby & Wigston Borough	R
21. Cambridge City Council	R	103. Oxford City Council	R
22. Cannock Chase District Council	R	104. Pendle Borough Council	R
23. Canterbury City Council	R	105. Preston City Council	R
24. Castle Point District Council	R	106. Redditch Borough Council	R
25. Charnwood Borough Council	R	107. Reigate & Banstead Council	R
26. Chelmsford City Council	R	108. Ribble Valley Borough Council	R
27. Cheltenham Borough Council	R	109. Rochford Council	R
28. Cherwell District Council	R	110. Rossendale Borough Council	R
29. Chesterfield Borough Council	R	111. Rother Council	R
30. Chichester District Council	R	112. Rugby Borough Council	R
31. Chorley Borough Council	R	113. Runnymede Borough Council	R
32. Colchester City Council	R	114. Rushcliffe Borough Council	R
33. Cotswold District Council	R	115. Rushmoor Borough Council	R
34. Crawley Borough Council	R	116. Sevenoaks Council	R
35. Dacorum Borough Council	R	117. South Cambridgeshire Council	R
36. Dartford Borough Council	R	118. South Derbyshire Council	R
37. Derbyshire Dales Council	R	119. South Hams Council	R
38. Dover District Council	R	120. South Holland Council	R
39. East Cambridgeshire Council	R	121. South Kesteven Council	R

40. East Devon District Council	R	122. South Norfolk Council	R
41. East Hampshire District Council	R	123. South Oxfordshire Council	R
42. East Hertfordshire Council	R	124. South Ribble Borough Council	R
43. East Lindsey District Council	R	125. South Staffordshire Council	R
44. East Staffordshire Council	R	126. Spelthorne Borough Council	R
45. East Suffolk Council	R	127. St Albans City Council	R
46. Eastbourne Borough Council	R	128. Stafford Borough Council	R
47. Eastleigh Borough Council	R	129. Staffordshire Moorlands	R
48. Elmbridge Borough Council	R	130. Stevenage Borough Council	R
49. Epping Forest District Council	R	131. Stratford on Avon Council	R
50. Epsom & Ewell Council	R	132. Stroud Council	R
51. Erewash Borough Council	R	133. Surrey Heath Borough Council	R
52. Exeter City Council	R	134. Swale Borough Council	R
53. Fareham Borough Council	R	135. Tamworth Borough Council	R
54. Fenland District Council	R	136. Tandridge Council	R
55. Folkestone and Hythe Council	R	137. Teignbridge Council	R
56. Forest of Dean District Council	R	138. Tendring Council	R
57. Fylde Borough Council	R	139. Test Valley Borough Council	R
58. Gedling Borough Council	R	140. Tewkesbury Borough Council	R
59. Gloucester City Council	R	141. Thanet Council	R
60. Gosport Borough Council	R	142. Three Rivers Council	R
61. Gravesham Borough Council	R	143. Tonbridge & Malling Council	R
62. Great Yarmouth Council	R	144. Torridge Council	R
63. Guildford Borough Council	R	145. Tunbridge Wells Borough	R
64. Harborough District Council	R	146. Uttlesford Council	R
65. Harlow District Council	R	147. Vale of White Horse Council	R
66. Hart District Council	R	148. Warwick Council	R
67. Hastings Borough Council	R	149. Watford Borough Council	R
68. Havant Borough Council	R	150. Waverley Borough Council	R
69. Hertsmere Borough Council	R	151. Wealden Council	R
70. High Peak Borough Council	R	152. Welwyn Hatfield Borough	R
71. Hinckley and Bosworth Council	R	153. West Devon Council	R
72. Horsham District Council	R	154. West Lancashire Council	R
73. Huntingdonshire Council	R	155. West Lindsey Council	R
74. Hyndburn Borough Council	R	156. West Oxfordshire Council	R
75. Ipswich Borough Council	R	157. West Suffolk Council	R
76. Kings Lynn & West Norfolk	R	158. Winchester City Council	R
77. Lancaster City Council	R	159. Woking Borough Council	R
78. Lewes District Council	R	160. Worcester City Council	R
79. Lichfield City Council	R	161. Worthing Borough Council	R
80. Lincoln City Council	R	162. Wychavon Council	R
81. Maidstone Borough Council	R	163. Wyre Borough Council	R
82. Maldon District Council	R	164. Wyre Forest Council	R

How to order or book embedding by Area and by Edition?

To choose only one area and one category use the order form given on the Advertising page - Phone number Embedding

Choose multiple areas from the list above. Insert (Copy and paste) your choice and Edition abbreviation - R, into your purchase order and email us with it. We will invoice you once we receive your Purchase order. Upon receipt of payment for it and its confirmation by email, your booking would be complete and your order and area is secure.

Only 2 Embedders per category, per area on a first come first served basis

Email for sending your purchase order - joseph@secretwepn.com

Phone number embedding, you will also have your profile available on one-click from within our non-essential services listing

Sponsorship and co-branding

Choose one or multiple areas you want to Co-brand in, cost is £600 per 500 licenses, insert the areas you wish to co-brand for and the number of licenses - 500/1000/2000 etc. Into a purchase order and email us with the purchase order. We will invoice you once we receive your Purchase order. Upon receipt of payment for it and its confirmation by email, your booking would be complete and your order and area is secure. Each Edition is a maximum of 1000 free licenses per area, on a first come first served basis.

Purchase order template for customer use

Subject: Purchase Order – Eqll2 Safeguard Pro Embedding & Sponsorship/Co-Branding

Dear Retailer Robotics Ltd Team,

I am writing to submit a purchase order for services as outlined in your Terms and Conditions dated 8 August 2025, relating to the embedding of phone number and user profile within the Safeguard Pro Android App via the Eqll2 platform. Please also consider this as an application for sponsorship/co-branding (if applicable).

Purchase Order Customer reference Number:

Customer/Sponsor - Company or organisation Name:

Your Contact Email:

Your Contact Phone Number for embedding within App:

Your Website:

Embedding - Edition: R

Embedding - Area/s

Sponsorship/Co-Branding : your website link. Please attach a 200 pixel x 60 pixel logo for co-branding

Duration of Service: One Calendar year

Additional Notes/Special Requests:

I confirm my consent to the processing of the submitted information in accordance with your Terms and Conditions and Privacy Policy.

If you require further information or documentation to process this order, please let me know.

Thank you.

Kind regards,

[Your Full Name]

[Your Role/Position (if applicable)]

[Your Organisation (if applicable)]

[Your Address]

[Your Contact Phone Number] and [Your Email address]

You can adapt this template to fit individual, company-sponsored, or advertiser requests.

Terms and Conditions for Embedding Phone Number and Profile within the Safeguard Pro Android App (Eqll2 Platform)

Company: Retailer Robotics Ltd

Registered Address: 3 Grover Court, Loampit Hill, London SE13 7ST

Contact Email: joseph@secrtwepn.com

1. Introduction

These Terms and Conditions set out the basis for embedding your phone number and profile within the Safeguard Pro Android App using the Eqll2 platform, accessed via www.eqll2.com. Eqll2 and Safeguard Pro are digital platforms and apps developed, sold, and/or distributed by Retailer Robotics Ltd for purposes including personal security, emergency contact services, actionable digital advertising, sponsorship, and co-branding options.

By choosing to embed your profile or phone number within these applications, or by entering into sponsorship or co-branding arrangements, you consent to these terms, which are governed by English Law.

2. Service Description

Eqll2 Platform: Offers embedding of customer or advertiser profiles, including phone numbers, within the Safeguard Pro Android App. This enables customers to receive non-emergency support services and access sponsor or co-branded features.

Safeguard Pro App: A personal safety app aimed at UK users, including but not limited to workers requiring duty-of-care protection and companies complying with the Worker Protection (Amendment of Equality Act 2010) Act 2023.

Advertising/Sponsorships: Eqll2 enables actionable digital advertising within partnered businesses and supports brand placements via sponsorships or co-branded experiences.[1]

Eligibility: Services are available to individuals and organisations based in the United Kingdom.

3. Customer Use and Responsibilities

You agree that the information provided (e.g., phone number, profile data) is accurate and will be kept up to date.

Retailer Robotics Ltd is not responsible for failures or delays in alerting emergency contacts due to inaccurate, obsolete, or incomplete data.

Use of the app for illegal or abusive purposes is strictly prohibited.

Access to certain features may require payment of fees as indicated during sign-up or onboarding.

4. Data Protection and Privacy

All personal data collected will be processed in accordance with the UK General Data Protection Regulation (GDPR) and Data Protection Act 2018.

Your phone number and profile may be visible to designated contacts, service providers, or sponsors upon clear opt-in consent.

Information may be shared with sponsors or co-branding partners only to deliver agreed services or promotional offers expressly accepted by you.

5. Fees, Payment, and Commission

Fees for embedding services, profile activation, or digital advertising participation are listed on the Eqll2 or Safeguard Pro sign-up pages and may change with 30 days' notice.

Commission structures for resellers or sponsors are determined by separate written agreements or as specified on the Eqll2 platform.[1]

6. Sponsorship and Co-Branding Terms

Sponsor Eligibility: Only pre-approved third parties may sponsor or co-brand with Eqll2/Safeguard Pro.

Usage: Sponsors and co-branded partners may display their brand information within customer or user profiles and in sponsored in-app content, subject to Eqll2's approval and compliance with UK advertising laws.

Advert Content: Content must not be misleading, offensive, or violate applicable laws.

Termination: Retailer Robotics Ltd reserves the right to terminate or suspend any sponsorship or co-branding arrangement for breach or upon reasonable suspicion of misconduct.

7. Intellectual Property

All software, branding, and digital assets associated with Eqll2 and Safeguard Pro remain the exclusive property of Retailer Robotics Ltd.

8. Liability and Indemnity

Retailer Robotics Ltd makes no warranties regarding uninterrupted service or error-free operation and disclaims liability for indirect or consequential losses caused by use of Eqll2/Safeguard Pro unless arising from gross negligence or breach of statutory duty.

Users, sponsors, and co-branded partners agree to indemnify Retailer Robotics Ltd against claims arising from unauthorised use or non-compliance with these terms.

9. Termination

Retailer Robotics Ltd may terminate your access on reasonable grounds, including breach of these terms, provision of false data, non-payment, or misuse of the platform.

10. General

These terms are governed by the laws of England and Wales.

Any disputes arising under or in connection with these terms will be subject to the exclusive jurisdiction of the English courts.

For any questions or to request a signed copy of these Terms and Conditions, please contact us at joseph@secrtwepn.com.

Effective date: 8 August 2025