

OVIOS — partner Q&A: data, hosting, ownership and scale

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Summary

OVIOS owns its software, its customer relationships and its data contracts outright; AI tools help us write code faster but hold no rights over it and no access to customer data. Each of the four concerns our business partners raised has a standard, proven answer that thousands of UK SaaS businesses already use.

Concern	Short answer
GDPR when we hold other businesses' data	Our customers are the data controllers ; OVIOS is their data processor . We sign a Data Processing Agreement (DPA) with each customer, host in the UK/EU, keep each customer's data walled off, and publish our list of sub-processors.
Hosting and scale to thousands of daily users	The app runs on managed cloud infrastructure that adds capacity automatically. A few thousand daily users is a small load for this setup; the same pattern serves millions elsewhere.
Ownership if we build with Claude Code	Claude Code is a tool, like a word processor. Under Anthropic's commercial terms, the code it produces belongs to us. The code lives in our own repository and runs on servers we contract for, so we could change tools or developers tomorrow.
Running and scaling the business	Costs scale with customers, not ahead of them. Key steps: UK company setup, ICO registration, standard contracts, cyber insurance, and a security review before larger clients sign.

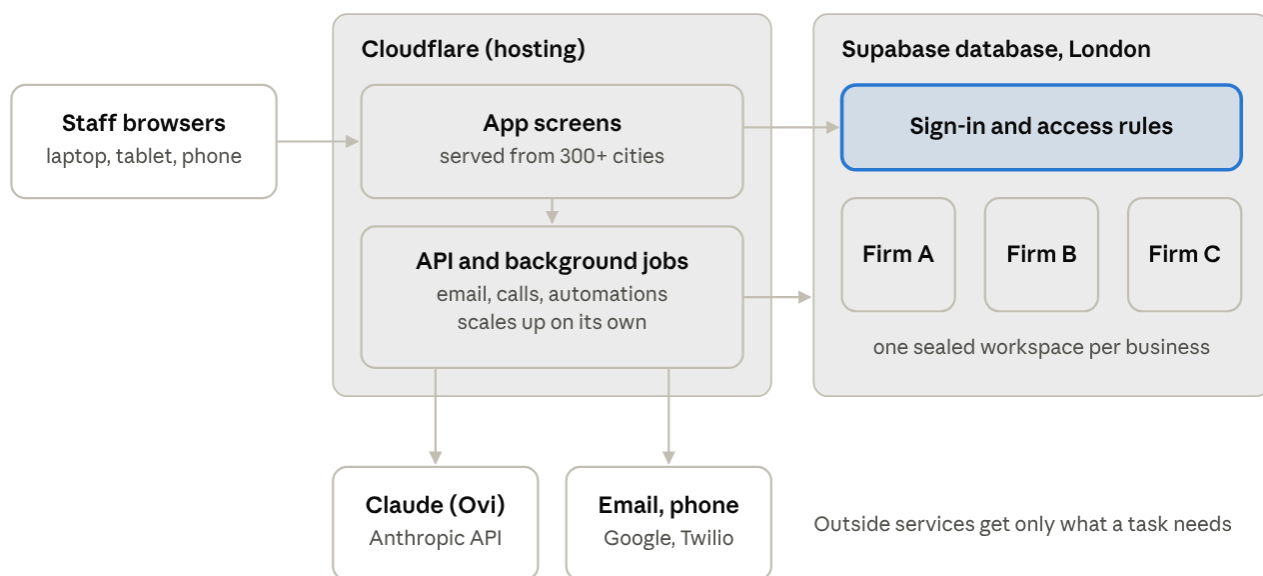
The rest of this document explains each answer and lists the steps still open.

How the app works

The OVIOS app is one web app that replaces the 5 to 10 subscriptions a business runs today: lead generation, CRM, quoting, surveys, projects and aftercare, all operable by our AI assistant, Ovi. It is built from standard, widely used parts; nothing in it is exotic or tied to one supplier.

Layer	What it does	Built on
App (what users see)	The screens staff use in a browser: deals, people, inbox, calendar, quotes, projects	React, a standard web framework, served from a global content network
API and background jobs	Sends email, logs calls, runs automations every 5 minutes, talks to outside services	Cloudflare Workers (small server programs that run close to the user)
Database and sign-in	Stores every customer record; checks who is signed in and what they may see	Supabase: managed PostgreSQL, hosted in London (eu-west-2)
Ovi, the AI assistant	Reads a customer's records on request and drafts emails, summaries, insights and tasks	Anthropic's Claude API, under commercial terms that bar training on our data
Connected services	Email, phone and SMS, maps, solar data	Gmail/Google, Twilio, Google Maps, PVGIS

Customer data stays in London, and each business is sealed off



Every request passes the database's sign-in and access rules before it reaches a business's records; outside services only receive what a single task needs.

A typical request: a salesperson opens a deal; the app asks the database for it; the database checks the person's sign-in and only returns records they are allowed to see. If they ask Ovi to draft a follow-up, the API sends just that deal's details to Claude and returns the draft for the person to approve.

The database enforces access rules itself (PostgreSQL row-level security), so a fault in a screen cannot leak another team's data.

GDPR: holding data for other businesses

When a business puts its customers into OVIOS, that business stays the **controller** of the data and OVIOS is its **processor**: we store and handle it only on their instructions. This is the same position Salesforce, HubSpot and Pipedrive hold, and UK GDPR (Article 28) sets out exactly what a processor must do.

Who is responsible for what

	Our customer (controller)	OVIOS (processor)
Decides why data is collected	Yes	No
Lawful basis, privacy notice to their customers	Yes	No; we give them template wording
Keeps data secure	Chooses a secure supplier	Yes: encryption, access controls, backups
Answers a person's request to see or delete data	Yes, responds to the person	Gives them the tools: export and delete in a few clicks
Reports a breach to the ICO within 72 hours	Yes	Tells the customer without delay, with the facts they need
Uses the data for its own purposes	Yes	Never : no selling, no AI training, no marketing

For our own staff, partners and the businesses we sell to, OVIOS is a controller in its own right, like any UK company.

What we put in place

1. **Data Processing Agreement (DPA)** signed with every customer as part of sign-up. It covers the Article 28 terms: act only on instructions, confidentiality, security, help with requests, deletion at contract end, audits.
2. **Sub-processor list** published on our website, with 30 days' notice before adding one. Current list: Supabase (database, London), Cloudflare (hosting), Anthropic (Ovi), Google (email, maps), Twilio (phone and SMS).
3. **UK hosting by default.** Customer records sit in London. Where a supplier is US-based, we rely on the UK-US data bridge or the ICO's International Data Transfer Addendum, written into our contracts with them.
4. **Separation between customers.** Each business gets a separate workspace. Every record will carry its workspace ID (the main build step before launch), and the database refuses any request that crosses workspaces, whatever the screen asks for.
5. **Data subject rights built in.** Export a person's full record, correct it, or erase it, with the erase carried through to backups on their normal expiry.
6. **AI safeguards.** Ovi only sees the records of the workspace it is working in. Anthropic's commercial terms forbid training on our data. Ovi drafts; a person approves anything sent out.
7. **Records and reviews.** A record of processing activities, a Data Protection Impact Assessment (DPIA) for Ovi and for call recording, and ICO registration (an annual fee, from about £52 for a small company; approximate).
8. **Retention and exit.** Customers set how long data is kept. When they leave, they can export everything, and we delete it within an agreed period, typically 30 days.

Calls, email and marketing

Call recording and email sync carry extra duties for the customer (telling people calls are recorded, PECR rules on marketing). We ship these as settings with sensible defaults, such as a recording notice and an unsubscribe link, so customers stay compliant without thinking about it.

Hosting and scale

Thousands of daily users is a light load for this setup: 5,000 people each making about 200 clicks a day is roughly 12 requests a second on average, and a managed PostgreSQL database handles thousands a second. We rent capacity from large providers and turn it up as customers arrive, so we never buy servers ahead of demand.

Why it scales

- **The app itself costs almost nothing to serve.** The screens are static files copied to Cloudflare's network of 300+ cities, so each user loads them from a nearby data centre.
- **Server code scales automatically.** Cloudflare Workers start a copy for each request; 10 users or 10,000 users needs no change from us.
- **The database is the one part we size.** Supabase lets us move to a larger database machine in minutes, add read copies for reports, and add connection pooling. A CRM's data is small: a busy business might hold a few hundred thousand records, a few gigabytes.
- **Heavy work runs in the background.** Email sync, automations and AI tasks run in queued jobs, so a slow outside service never slows the screens.

Growth stages

Stage	Daily users	What changes	Approx. infrastructure cost per month
Launch	Up to 500	Supabase Pro, Cloudflare paid plan	£100–£300
Growth	500 to 5,000	Larger database, connection pooling, monitoring and alerts, staging copy for testing	£500–£2,000
Scale	5,000 to 50,000	Read copies, Supabase Team or Enterprise plan with formal support, regional failover, dedicated DevOps hire	£2,000–£10,000

Costs are approximate, from providers' published plan pricing, and exclude AI usage. **AI is the main variable cost:** each Ovi task is billed per use, so we price plans with Ovi usage built in (or as a usage add-on) to keep gross margin healthy as customers use it more.

Keeping it up

We will publish a status page and target 99.9% uptime (under 45 minutes down a month), which our providers' own commitments support. Changes go through a test copy of the app before release, and every release can be rolled back in minutes.

Ownership and control

OVIOS owns the code, the data contracts and the customer relationships; Claude Code is a tool we use to write the code, not a platform the app runs on. If Anthropic disappeared tomorrow, OVIOS would keep running unchanged and our developers would keep working with other tools.

Building with Claude Code

- **The output is ours.** Anthropic's commercial terms assign to the customer its rights in what Claude produces. We use Claude Code on a business (Team or Enterprise) plan so those terms apply and our code is not used for training.
- **The code is ordinary code.** Claude Code writes standard TypeScript and SQL into our own Git repository, the same as a human developer would. Any competent developer can read, change and run it without Claude.
- **People direct it.** A founder or engineer decides what to build, reviews each change and accepts it. That human direction matters for copyright and is how professional teams already use these tools.

Where each thing lives, and who controls it

Asset	Where it lives	Controlled by	If we had to leave the supplier
Source code	Private GitHub repository	OVIOS	Clone it anywhere in minutes; full history comes with it
Customer database	Supabase, London	OVIOS account	Standard PostgreSQL: export and move to AWS, Azure or our own servers
Hosting and API	Cloudflare	OVIOS account	Standard code; runs on most cloud hosts with small changes
Ovi's AI model	Anthropic API	OVIOS account	Swap to another model provider behind the same Ovi interface
Domains, brand, contracts	Registrar, IPO, our files	OVIOS	n/a

Steps to make ownership watertight

1. Move the code repository, cloud accounts and API keys into accounts registered to the OVIOS company, not personal accounts, with at least two directors as owners.

2. Sign IP assignment agreements with every founder, employee and contractor, so all code and designs belong to the company.
3. Register the OVIOS and Ovi trade marks with the UK IPO.
4. Keep an off-platform backup of the code and database (for example, a nightly copy to separate storage) so no single supplier holds the only copy.

Security and reliability

Customer data is encrypted, backed up daily, and reachable only by signed-in users of the right workspace; we add independent certification as larger customers ask for it.

Area	What we do
Encryption	All traffic over HTTPS (TLS); the database is encrypted at rest (AES-256) by Supabase
Sign-in	Email magic links today; two-factor sign-in and Google/Microsoft single sign-on for business plans
Access within a customer	Roles (admin, manager, user) decide who sees and edits what; enforced in the database, not only the screens
Our own staff	Support access only with the customer's permission, logged, two-factor sign-in on every admin account
Secrets	API keys held in the hosting provider's encrypted settings, never in the code
Backups	Daily database backups plus point-in-time recovery (restore to any minute in the last 7 days), and a separate off-platform copy
Audit trail	Every change to a record logged with who, what and when
Testing	Automated tests before each release; an independent penetration test once a year and before large contracts
Certification	Cyber Essentials Plus in year one (often required by UK firms and public bodies); ISO 27001 or SOC 2 when enterprise deals need it

If a breach did happen, our incident plan sets out who acts, how we contain it, and how we brief affected customers so they can meet their 72-hour ICO deadline. Cyber insurance covers the cost of response.

Business questions and answers

What legal setup do we need before selling? A UK limited company, ICO registration, and three customer documents: Terms of Service, a Privacy Policy and the DPA. A solicitor experienced in SaaS can supply all three from standard templates. Add professional indemnity and cyber insurance before the first paid customer.

Can a small team really run software for thousands of users? Yes. The hard parts of running servers (patching, backups, scaling, uptime) are handled by Supabase and Cloudflare, which is what we pay them for. Our team builds features and supports customers. A dedicated operations hire becomes worthwhile around 5,000 daily users.

What does it cost to run, and how does that grow? Infrastructure starts at a few hundred pounds a month and grows in step with customers (see the growth stages above). The larger lines are people, AI usage and support. Subscription pricing per user, with Ovi usage built in, keeps margin steady as we grow.

Is building with AI a risk to quality? AI writes code faster, but people still decide, review and test every change. The risks are the same as with any developer: bugs and security slips. We manage them with automated tests, code review, a test copy of the app and an annual independent security test.

What if a key supplier raises prices or fails? Each supplier uses open standards (PostgreSQL, standard web code, a swappable AI model), so we can move. The table in Ownership and control lists the exit route for each one.

What if a founder or developer leaves? The code, accounts and documentation belong to the company, not to any person. Setup guides and project notes live in the repository, so a new developer can be running the app in under an hour.

How do we win the trust of larger customers? By answering their security questionnaire with evidence: the DPA, the sub-processor list, Cyber Essentials Plus, a penetration test report and UK hosting. These are the items procurement teams check first.

Can we sell outside the UK? Yes. UK GDPR and EU GDPR are near-identical, so the same DPA works with small changes. EU customers may ask for EU hosting, which Supabase offers (for example, Frankfurt) as a separate region.

What is built and what comes next

The app, database, UK hosting and database-level access rules are built and running for a first customer team today. The main technical step before selling to many businesses is giving each customer its own walled-off workspace; the rest is paperwork and process.

Before the first outside customer

- ☐ Add a workspace ID to every record and database rule, so each business is sealed off from every other
- ☐ Move code, cloud and AI accounts into company-owned accounts with two owners
- ☐ IP assignment agreements signed by everyone who has written code or designs
- ☐ Terms of Service, Privacy Policy and DPA from a SaaS solicitor
- ☐ ICO registration
- ☐ Publish the sub-processor list
- ☐ Turn on point-in-time recovery and an off-platform nightly backup
- ☐ Professional indemnity and cyber insurance

First 12 months

- ☐ Two-factor sign-in and Google/Microsoft single sign-on
- ☐ Self-service data export and erase for customers
- ☐ DPIA for Ovi and for call recording
- ☐ Cyber Essentials Plus
- ☐ Independent penetration test
- ☐ Status page, monitoring and alerts

Open questions for the partners

- Which size of customer do we target first: small teams (fast sign-up, self-service) or larger firms (longer sales, security reviews)?
- Do we include Ovi usage in the subscription price, or charge for it as an add-on?
- What budget is set aside for the legal documents, insurance and first security test?