Be Aware of EPOS Marketing Scams: Why Those Incredible Offers Aren't What They Seem

Watson Core Limited

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Introduction

You're searching for a decent POS solution for your business. It should be straightforward—find a system that works, implement it, move on. But instead, you're bombarded with offers that feel too good to be true. Complete solutions for £199. Systems for free. Discounts of 70%, 80%, 90%. The prices sound amazing. The solutions sound amazing.

Here's the uncomfortable truth: **when it's too good to be true, it always is.**

And the most troubling part? Virtually every major POS solution provider in the UK is playing this game. It feels from the very start like you're being scammed—and you probably are—but they're protected because they're too big to fail, consumer rights protections don't apply to business-to-business transactions, or everything's buried in terms and conditions that no one reads or understands. They're betting you won't pursue legal action because it'll cost you more than they overcharged you.

Let's be direct: **this is morally a scam.** The magic words—"free," "cheap," "90%"—are intentional marketing weapons. These companies know exactly what they're doing. They're omnipresent at the top of Google, and finding any reputable supplier requires scrolling to the 30th page, making fraud practically unavoidable.

Don't fall for it.

Part 1: The Setup—How You Get Targeted

The scam doesn't begin when you talk to a salesperson. It begins the moment you search Google.

POS providers pay £1 or more every time someone clicks their ad. Attractive announcements dominate the first page—70% off, systems for £0, outrageous offers designed to catch your eye. The first eight results are almost always sponsored links to these "incredible deals." Finding a reputable supplier feels impossible; falling for the scam seems like your only option.

This isn't accidental. It's engineered. These companies have the budget to outbid legitimate competitors for ad space, pushing honest providers so far down the rankings that most business owners never see them.

Part 2: The Hook—Getting Your Details

You click on one of those top results. Amazing offers. Bold claims. Vague promises.

What you don't find: any meaningful information about the actual software. No trial. No demo. No downloadable materials. No technical specifications. Nothing substantive.

But here's what happens next: before you can learn anything real about their solution, you're asked for your details. Your phone number. Your address. Your full name. You think you're about to receive a quote, but what's actually happening is far more calculated.

A salesperson—likely working on commission with one objective: extract every penny from your business—will call you. And regardless of whether they close the deal, your information now has market value.

Your details will be sold to other EPOS suppliers. Discreetly. Quietly. Despite the hundreds of privacy protection laws in this country that virtually everyone ignores.

You've just become a product. A lead. A number. A target for someone else's sales effort.

But there's one massive problem: you've been told about their offer, yet you have **zero substantive information about their product or software.**

Part 3: The Pressure—You Become the Sales Target

Now you're in the sights of a greedy sales representative. They know you're looking. They know they need to act fast—if they don't, you'll move on to one of the hundreds of other POS providers. They understand that your cognitive capacity is limited and you've been dazzled by promises like "70% off."

Their game is simple: **sell quickly.** Get you to sign the terms and conditions. Fast.

They know you won't read them. They know you don't understand all the details about their solution. It doesn't matter to them. All they need is your signature, your credit card, or your commitment to their technology.

Sales, as they say, is a dirty game—and these professionals play it with every trick in the book. They'll be your best friend. You'll think they're wonderful. The moment you sign, they'll ask you to leave a positive review on a review website—often *before* the product or service has even been delivered.

If you don't buy, your details go to the highest bidder among other EPOS suppliers. If you do buy, something more sinister has occurred: **you've virtually sold your business away.** You're trapped. Enslaved, in effect, by the system and its terms.

Part 4: The Trap—You're Now Locked In

You've signed. You've paid. You're finally, truly trapped.

For the POS provider, you've just become a milk machine—a revenue source to exploit dishonestly over the next one, two or five years.

There's no way out. You've signed the contract. You've paid the upfront fees. They have your details. You're using their system. They have you trapped, whether you like it or not.

Before reading the fine print, you might not have realized what you've actually signed up for. That's why reading negative reviews—not the positive ones from customers who haven't yet received their products—is essential.

Part 5: The Real Catch—Hidden Charges and the Actual Scam

Here's where the real profiteering happens.

Hidden Charge #1: Payment Processing

You signed up for their integrated payment processor. Did you read their terms? Did you review alternative payment providers?

You might think you're getting a bargain through the POS provider, but here's the reality: while an average payment processor charges 0.5% in transaction fees, the "integrated solution" from your POS provider might charge 2% or higher. Over a year, this could cost you £5,000 or more in unnecessary fees—essentially 2% of your total turnover given away.

These POS providers aren't stupid. They know their payment solution is the only integrated option you're aware of, and they know they can charge you an arm and a leg for it.

Hidden Charge #2: The Cloud Trap and Data Control

Your POS solution depends on "their" servers—what they call "the cloud." Your sales data, customer information, and business records are stored on their infrastructure. **They control your data.** If you like it or not, they can increase monthly charges with little notice, knowing you have no choice but to pay.

Even worse, some providers have been caught selling your sales data to major competitors. Sales records are valuable—to your rivals, and to hackers.

Here's the legal nightmare: when your POS provider's servers are hacked (and they will be—M&S, British Airways, and countless retailers have fallen victim), **you're liable, not them.** You could sue your EPOS supplier, but you're ultimately responsible for security you have absolutely no control over. Your customer data was compromised by their negligence or vulnerability, but your business faces the consequences.

Hidden Charge #3: Support, Maintenance, and Training

Every business needs support, maintenance, and training. You can't avoid these requirements. For POS providers, they're goldmines.

Notice how most EPOS suppliers don't list maintenance, training, or additional service charges? There's a reason: they know you must pay, and they'll charge you whatever they think you can afford—and it won't be cheap. They've trapped you using their system. Switching to another will be costly. You have no option but to pay a price that was never disclosed, only revealed when you desperately need it.

You're simply a piggy bank for the POS provider to drain of every penny, knowing you have no choice.

Part 6: The Aftermath—After You've Paid

The product was delivered. But ask yourself: did you get any chance to see it before purchase? Does it perform as advertised? Is it fit for purpose?

It doesn't matter anymore to the provider. You paid. It was delivered. The "fit for purpose" argument is irrelevant in business-to-business transactions. Consumer protection rules don't apply. Most cloud-based services have limits—they can't handle thousands of products, or they struggle in areas with patchy internet. They can be slow. Unreliable.

But it's too late. You've paid. That's all they care about.

Real-World Examples: Major UK EPOS Providers

EPOS <Censored> (Company 1): The Industry's Cautionary Tale

Visit the website of EPOS <censored>, and you'll understand why the word "EPOS <Censored>" has become virtually a swear word in the retail industry.

EPOS <Censored> appears at the top of nearly every EPOS search in the UK. Upon entering their website, you're immediately confronted with an irresistible offer—80% off, with a countdown timer suggesting urgency and scarcity.

Here's the deception: that same offer appears six months later. It never changes. The countdown is permanent theatre.

First problem: There's no way to try their software. No trial. No demo. Little detail about their actual POS software beyond vague marketing speak.

Second problem: Their hidden terms and conditions, which you agree to during signup, may include a minimum contract term. Monthly fees can reach £99 per month for a single POS system. Over five years—the typical lifespan of a POS system—that's £5,000+ in monthly fees alone, rendering the "80% discount" a sham.

You don't *need* to pay those expensive monthly fees, they claim—but if you sign up for their payment processing service, you'll discover (buried in the appendix at the bottom of their pricing page) that you'll be charged exorbitant percentages for that privilege, significantly impacting your business.

Recommendation: Read their terms and conditions carefully, particularly the pricing section at the bottom. You'll be shocked.

Reference: https://www.epos<<Censored>.com/uk/contact-us/about/terms-website/

EPOS <Censored> (Company 2): The Illusion of Transparency

EPOS <Censored>, another major UK supplier, lists no prices on their website. Instead, they direct you to their "price wizard."

Initially, this sounds responsible. But at step four, the wizard reveals its true nature: **you must provide your full personal details simply to receive a price.** No trial. No information. No price without surrendering your details.

They claim they'll use your information only for a quote, but if that were true, why require your full name, complete address, and phone number? Why not just ask for an email address?

To be fair, EPOS <Censored> does present a transparent initial quote. You own the hardware and software outright. They claim no software subscription and no requirement to use their payment processor.

But here's the catch: They provide absolutely no information about their maintenance package, support charges, or costs for additional services and extras. Why? Because they reveal the real pricing only *after* you've paid.

You receive a "PAY NOW" button with no basic one-to-one consultation—just a basic survey. Once you've paid and inevitably need that essential support, then you can imagine what comes next.

Reference: https://wizard.epos<Censored>.co.uk/wizard

The Alternative: What Ethical EPOS Providers Such as EPOS Dot from Watson Core Limited Offer

If you're still searching for a POS solution, here's what a trustworthy provider should commit to:

- **No payment until you've seen the product.** Period. A real trial, a real demo, substantive evaluation.

- **No payment until you're confident it's fit for purpose.** The provider should stand behind their solution.

- **Your servers, your data.** You own your infrastructure and your data outright. No cloud dependency. No leverage.

- **Full software ownership.** You own the software. No hidden modules. No surprise subscription fees. Complete transparency.

- **Upfront support charge information.** No surprises. No hidden fees revealed after purchase.

- **No mandatory payment processor tie-in.** You choose your payment provider. No discounts contingent on locking yourself into overpriced transaction fees.

- **Transparent 1-to-1 service from the beginning.** Real consultation, real support, real partnership.

This is what EPOS Dot from Watson Core Limited offers as standard.

This is how ethical business operates. If a provider can't commit to these principles, they're playing the same game as everyone else.

Final Thoughts

The EPOS market in the UK is dominated by providers who've perfected the art of the bait-and-switch. They invest millions in Google ads to catch you when you're vulnerable and looking for a solution. They dazzle you with impossible discounts. They trap you with hidden terms. They lock you into overpriced services you can't escape.

It's a system designed to extract maximum profit from businesses that have no choice but to rely on their systems.

But you have a choice at the outset: do your research. Ignore the top Google results. Find providers willing to show you their product before taking your money. Read the terms and conditions. Ask about maintenance, support, and training costs upfront. Verify ownership of your data.

The irresistible offer? It's designed to be irresistible because it's not a real offer at all.

Don't fall for it.

<Censored> = Due to UK laws :(