ETCHD

COACHING TERMS & CONDITIONS

www.etchdphotography.com
ABN: 78 807 154 872

These terms apply to every one on one coaching session and package you book with Etchd Photography. By ticking the box at checkout, you confirm you have read, understood and agree to them.

WHO WE ARE

Etchd Photography, operated by Matthew Horspool (sole trader), ABN 78 807 154 872, New South Wales, Australia. Email: etchdphotography@outlook.com. Referred to as "Etchd", "we" or "us".

WHO YOU ARE

The person named on the booking, referred to as "you" or "the Client". If the Client is under 18, a parent or guardian must make the booking and accept these terms on their behalf.

1. THE SERVICES

We provide one on one photography, videography and post production coaching, delivered online by video call or in person, as described at the time of booking ("Sessions"). Sessions run for up to 2 hours unless otherwise agreed. Packages may include homework, challenges, reference material and WhatsApp support as described in Schedule 1.

ETCHD

COACHING TERMS & CONDITIONS

www.etchdphotography.com
ABN: 78 807 154 872

2. BOOKINGS AND PAYMENT

Sessions and packages are paid in full at the time of booking. Prices are in Australian dollars (AUD) and include GST where applicable. International clients are responsible for any currency conversion or bank fees. Packages must be used within 6 months of purchase.

3. RESCHEDULING AND CANCELLATIONS

You may reschedule a Session free of charge with at least 48 hours' notice. Sessions cancelled or rescheduled with less than 48 hours' notice, or missed without notice, are forfeited and not refunded. We may offer one courtesy reschedule per package at our discretion.

If you cancel 7 or more days before your first Session, you will receive a full refund. After your first Session has taken place, unused Sessions are not refundable, except where required by law.

If we need to cancel or reschedule, we will offer you a new time or a full refund for that Session.

4. ONLINE SESSIONS

You are responsible for a stable internet connection, a suitable device, and having your camera and gear ready at the start of each Session. If a Session is interrupted by a technical issue on our side, we will make up the lost time. Time lost due to issues on your side may not be made up.

5. SESSION RECORDINGS AND AI SUMMARIES

If you request it, we will record your online Session to create a written PDF summary of what we covered, at no additional cost. A Session is only recorded with your consent, given at booking or at the start of the Session. If you do not want a recording, simply tell us and none will be made.

To create your summary, the recording is processed by a third party AI transcription and summary service, which may store or process data outside Australia. Once your summary has been created, the recording is permanently deleted. We do not keep, share or publish recordings.

Summaries are generated by AI and reviewed by us before they are sent, but may still contain errors or omissions. Where the summary differs from what we covered in your Session, the Session takes priority.

6. WHATSAPP SUPPORT

Mentoring and Pre Trip Packages include WhatsApp support for the period stated in Schedule 1. Single Sessions can add 7 days of WhatsApp support for an additional fee, as listed in Schedule 1.

Support is by text and image messages only, about material covered in your Sessions. Phone and video calls are not included. We aim to reply within 48 hours (Sydney time) but cannot guarantee immediate or real time responses. Remote locations often have limited reception, so we will make sure your settings are sorted before you leave. WhatsApp support is not a substitute for a Session and is not for emergencies.

ETCHD

COACHING TERMS & CONDITIONS

www.etchdphotography.com
ABN: 78 807 154 872

7. EDUCATIONAL NATURE OF COACHING

Sessions are educational. We share knowledge, techniques and recommendations based on our experience, and how you apply them is your choice. We do not guarantee any particular result, including the quality of your images or footage, the success of any shoot, trip or project, or any income or commercial outcome.

8. YOUR RESPONSIBILITY IN THE FIELD

You are solely responsible for your own safety and the safety of others when you put your learning into practice. This includes following local laws, park and tour operator rules, wildlife distance guidelines, drone regulations, and the instructions of any guide or expedition staff. Never put yourself, others or wildlife at risk to get a shot.

9. YOUR EQUIPMENT AND DATA

You are responsible for your own camera, equipment, files and backups. Any changes you make to settings, firmware, software or workflows are made at your own risk. We recommend backing up all files and camera settings before making changes.

10. LIMITATION OF LIABILITY

To the maximum extent permitted by law, our total liability to you for any claim arising from a Session or package is limited to the fees you paid for that Session or package. We are not liable for any indirect or consequential loss, including missed or lost images or footage, travel, tour or accommodation costs, lost income or opportunity, or damage to equipment or data.

11. YOUR CONSUMER RIGHTS

Our services come with guarantees that cannot be excluded under the Australian Consumer Law. Nothing in these terms excludes, restricts or modifies any right or remedy you have under the Australian Consumer Law or any other law that cannot be excluded.

12. COURSE MATERIALS

All notes, cheat sheets, presets, recordings and other materials we provide remain our intellectual property. They are licensed to you for personal use only and must not be shared, resold or published.

ETCHD

COACHING TERMS & CONDITIONS

www.etchdphotography.com
ABN: 78 807 154 872

13. PRIVACY

We collect only the personal information needed to deliver your coaching, such as your name, contact details and gear information. We will not sell or share it with third parties, except where needed to process payments, to create a Session summary you have requested (see clause 5), or where required by law.

14. CONDUCT AND TERMINATION

We may end a Session or package if you behave in an abusive, threatening or inappropriate way. If we do, we will refund any Sessions not yet delivered.

15. CHANGES TO THESE TERMS

We may update these terms from time to time. The version in place when you booked applies to that booking.

16. GOVERNING LAW AND JURISDICTION

These terms are governed by the laws of New South Wales, Australia. You and we submit to the exclusive jurisdiction of the courts of New South Wales, regardless of where you live or where a Session is delivered.

17. ACCEPTANCE

You accept these terms by ticking the acceptance box when you book. By doing so, you confirm that:

• you have read and understood these terms;

• you are 18 or over, or you are a parent or guardian booking on behalf of a Client under 18; and

• the details you provided at booking are true and correct.

Questions about these terms? Email etchdphotography@outlook.com before booking.

Version 1.1, November 2026

ETCHD

COACHING TERMS & CONDITIONS

www.etchdphotography.com
ABN: 78 807 154 872

SCHEDULE 1: PACKAGES

SINGLE SESSION

One Session of up to 2 hours, with homework and a summary of key settings. Optional add on: 7 days of WhatsApp support starting the day after your Session, for AUD $50 (incl. GST).

PRE TRIP PACKAGE

Two Sessions of up to 2 hours and a settings cheat sheet tailored to your destination and gear, plus WhatsApp support for 7 days after each Session and a trip support window from 7 days before you depart until 7 days after you return (maximum 30 days). Travel dates must be provided at booking, and the trip support window must begin within 6 months of your first Session.

MENTORING PACKAGE

Four Sessions of up to 2 hours over approximately 2 months, homework and challenges between Sessions, and WhatsApp support for 7 days after each Session.

ALL PACKAGES

An optional AI generated PDF summary of each online Session is available at no additional cost (see clause 5).

Current prices are listed on our website at the time of booking.