Amaze Associates Limited

Terms and Conditions of Service

Version	1.1
Effective date	18 November 2026
Registered company	Amaze Associates Limited - Company Number: 12966571
Registered address	71-75 Shelton Street, Covent Garden, London, WC2H 9JQ
Contact	hello@amazeassociates.com

Please read these Terms and Conditions carefully before engaging Amaze Associates Limited to provide any services. By booking, enrolling, or entering into an agreement with us, you confirm that you have read, understood, and agree to be bound by these Terms and Conditions.

1. Definitions

"Company", "we", "us", "our" means Amaze Associates Limited, a company registered in England and Wales.

"Client" means the individual, organisation, or business that engages the Company to provide services, including where an organisation books on behalf of an individual participant.

"Business Client" means a Client that is a company, partnership, sole trader, or other organisation engaging services for business purposes.

"Services" means any coaching, coach training, training and development programmes, online courses, consultancy, or related services provided by the Company.

"Agreement" means the contract formed between the Company and the Client, comprising these Terms and Conditions together with any proposal, booking confirmation, or enrolment confirmation issued by the Company.

"Programme" means any structured course, coaching programme, or training programme delivered over one or more sessions.

"Session" means an individual coaching session, training session, or consultancy meeting.

2. Our services

2.1 Professional coaching

We provide one-to-one and team coaching services covering career coaching, leadership coaching, and business coaching. Coaching is a collaborative, thought-provoking process designed to support individuals in achieving clarity, confidence, and purposeful action. Coaching is not therapy, counselling, or professional advice.

Coaching is not a substitute for medical, psychological, legal, or financial guidance. Where such support is needed, clients are encouraged to seek appropriately qualified professionals.

Clients retain full responsibility for their own decisions and actions throughout and following the coaching engagement.

Prior to commencing coaching, Individual Clients will be required to enter into a separate Coaching Agreement. The Coaching Agreement sets out the specific terms of the coaching relationship, including confidentiality, session arrangements, and mutual expectations. In the event of any conflict between these Terms and Conditions and the Coaching Agreement, the Coaching Agreement shall take precedence in relation to the coaching relationship.

2.2 Accredited coach training

We deliver the Pathway to Coaching Programme, a Level 5 Certificate accredited by the Institute of Leadership. This programme is available as an open cohort programme and as an in-house programme delivered within organisations. Enrolment, programme delivery, and assessment are managed through our online learning platform. By enrolling, participants agree to comply with the programme requirements and the accreditation body's standards.

2.3 Training and development

We design and deliver bespoke training and development programmes for organisations and teams, covering leadership development, personal effectiveness, change management, performance management, team effectiveness, and related topics. All programmes are tailored to the Client's specific needs and context.

2.4 Online courses

We offer self-paced online courses delivered through our online learning platform. Access to online courses is provided upon receipt of payment. Online course content is for personal use only and may not be shared, reproduced, or redistributed.

If you purchase an online course, these Terms and Conditions must be read in conjunction with the terms and conditions and privacy policy of the online learning platform on which the course is hosted (currently Thinkific). By purchasing a course, you also agree to the platform’s terms. If there is any conflict between these Terms and Conditions and the platform’s terms, these Terms and Conditions will govern your relationship with the Company, and the platform’s terms will govern your use of the platform itself.

2.5 Consultancy

We provide strategic consultancy services to organisations in the areas of organisational development, learning and development strategy, leadership development, and change and performance improvement. Consultancy engagements are governed by a separate proposal and agreement issued by the Company.

3. How a contract is formed

A binding Agreement between the Company and the Client is formed when:

- the Client submits a booking, enrolment, or purchase; and
- the Company issues a written booking confirmation, enrolment confirmation, or invoice; or
- for online courses, when the Client completes payment and is granted access to the course.

The Company reserves the right to decline any booking at its discretion. No contract is formed until the Company has issued a written confirmation.

4. Additional work and variations

Where a Client requests work that falls outside the scope of the original Agreement, including but not limited to additional coaching sessions, extended programmes, new areas of work, or additional participants, such work will be treated as a separate engagement.

Any additional work will be subject to a new proposal, booking confirmation, or written agreement issued by the Company, and will be charged at the Company’s prevailing rates at the time of the request.

No additional work will commence until it has been agreed in writing between the parties. Verbal agreements or informal requests do not constitute a binding commitment on the part of the Company.

These Terms and Conditions will apply to any additional work agreed, unless otherwise stated in writing.

5. Payment terms

5.1 Professional coaching

Payment terms for coaching programmes and individual sessions will be confirmed in the booking confirmation. Unless otherwise agreed in writing, payment is due prior to the commencement of coaching. Where a coaching programme is agreed, the Company may by prior arrangement invoice in instalments as set out in the booking confirmation.

5.2 Accredited coach training

A non-refundable deposit of Ten (10) percent is required to secure a place on the Pathway to Coaching Programme. The balance of the programme fee is due no later than 14 days before the programme commencement date. In-house programme fees are subject to a separate proposal and payment schedule agreed in writing.

5.3 Training and development and consultancy

Payment terms for bespoke training and development programmes and consultancy engagements will be set out in the Company's proposal or Statement of Work. Unless otherwise agreed, the Company will issue invoices as work progresses or as milestones are reached, with payment due within 14 days of the invoice date.

5.4 Online courses

Online courses must be paid for in full at the point of enrolment. Access to the course will be granted upon receipt of cleared payment.

5.5 Late payment

If payment is not received by the due date, the Company reserves the right to:

- suspend access to services or course materials until payment is received;
- charge interest on overdue amounts at the rate of 8% per annum above the Bank of England base rate, in accordance with the Late Payment of Commercial Debts (Interest) Act 1998, where the Client is a Business Client; and recover any costs incurred in the pursuit of debt owed to the Company.

5.6 VAT

All fees are currently exclusive of VAT. Where applicable, VAT will be charged at the prevailing rate and shown separately on invoices.

6. Cancellation, rescheduling, and refunds

6.1 Cancellation by the Client - coaching sessions

Where a Client cancels or reschedules an individual coaching session, the following applies:

- More than 48 hours' notice: session may be rescheduled at no charge.
- Less than 48 hours' notice: the session fee is forfeited and no refund or rescheduling will be offered.
- Non-attendance without notice: the full session fee is payable.

6.2 Cancellation by the Client - accredited coach training

Where a Client cancels their enrolment on the Pathway to Coaching Programme, the following cancellation terms apply:

- More than 28 days before programme commencement: full refund of fees paid, less the non-refundable deposit.
- 14 to 28 days before programme commencement: 50% of the programme fee (excluding deposit) will be refunded.
- Less than 14 days before programme commencement: no refund of fees paid.

Cancellations must be made in writing to - hello@amazeassociates.com

6.3 Cancellation by the Client - training and development and consultancy

Where a Client cancels a bespoke training programme or consultancy engagement, cancellation terms will be set out in the proposal or Statement of Work. In the absence of specific terms, the following applies:

- More than 28 days before commencement: full refund of any fees paid in advance, less any costs already incurred by the Company.
- 14 to 28 days before commencement: 50% of the agreed programme fee.
- Less than 14 days before commencement: the full programme fee is payable.

6.4 Cancellation by the Client - online courses

Individual Clients who purchase an online course have a statutory right to cancel within 14 days of purchase, provided they have not begun to access the course content. Once access to course content has commenced, the right to cancel is lost. To cancel, please contact us in writing at hello@amazeassociates.com

Business Clients do not have a statutory right to cancel online courses once payment has been made and access granted.

6.5 Cancellation by the Company

The Company reserves the right to cancel or reschedule any session, programme, or course in exceptional circumstances, including but not limited to circumstances beyond our reasonable control. In such cases, the Company will:

- provide as much notice as reasonably practicable;
- offer an alternative date or arrangement where possible; and
- provide a full refund of any fees paid if the Client does not wish to accept an alternative.

The Company's liability in the event of cancellation is limited to a refund of fees paid. The Company is not liable for any travel, accommodation, or other costs incurred by the Client.

7. Delivery of services

All services are delivered directly by Amaze Associates Limited. The Company will use reasonable skill and care in the delivery of all services.

Sessions and programmes will be delivered virtually or in person as agreed at the time of booking. The Company reserves the right to change the delivery format with reasonable notice where circumstances require.

The Client is responsible for ensuring that participants have access to appropriate technology, equipment, and environment to participate in virtually or in person delivered sessions.

Timings and schedules will be agreed in advance. Where a Client is late to a session, the session will end at the originally scheduled time, and no additional time will be provided.

8. Client responsibilities

The Client agrees to:

- provide accurate and complete information required for the delivery of services;
- engage honestly and openly with the coaching, training, or consultancy process;
- attend sessions punctually and participate constructively;
- ensure that any participants from their organisation are aware of and comply with these Terms and Conditions;
- comply with the accreditation body's requirements where enrolling on an accredited programme; and
- not record, reproduce, or distribute session content or course materials without the prior written consent of the Company.

9. Commissioned services

Where the Company is commissioned by an organisation to deliver services to individuals on their behalf, the organisation is the Client for the purposes of this Agreement and assumes full responsibility for payment of fees, regardless of individual participant attendance or engagement.

The commissioning organisation is responsible for ensuring that participants are made aware of the nature of the services, are available and appropriately briefed to participate, and have access to the technology or facilities required for delivery.

The commissioning organisation shall not, without the prior written consent of the Company, assign or transfer its rights or obligations under the Agreement to any other party.

Where coaching is commissioned on behalf of individual participants, confidentiality arrangements will be as set out in Section 10 of these Terms and Conditions.

10. Confidentiality

The Company treats all information shared by Clients and participants as strictly confidential. Information disclosed during coaching sessions, training programmes, or consultancy engagements will not be shared with third parties without the Client's prior consent, except:

- where required by law;
- where there is a serious risk of harm to the Client or others; or
- where agreed in writing between the parties (for example, where an organisation commissions coaching and has agreed a specific reporting framework).

Where an organisation commissions coaching on behalf of an individual participant, the content of individual coaching sessions will remain confidential between the coach and the participant. The Company may confirm attendance and general progress to the commissioning organisation only where this has been agreed in advance with the participant.

11. Assignment and subcontracting

The Company may at any time engage associates, subcontractors, or other qualified individuals to assist in or deliver the Services. The Company remains responsible for the quality and delivery of all Services, and will ensure that any such individuals are suitably qualified and work in accordance with the Company’s professional standards.

The Client may not assign, transfer, or subcontract any of its rights or obligations under the Agreement without the prior written consent of the Company.

12. Intellectual property

All materials, content, frameworks, tools, and resources created or provided by the Company in connection with the delivery of services remain the intellectual property of Amaze Associates Limited.

The Client is granted a non-exclusive, non-transferable licence to use materials provided for their own personal or internal organisational development purposes only. Materials may not be reproduced, shared externally, sold, or used for commercial purposes without the prior written consent of the Company.

The Company may use anonymised and aggregated information about its work with Clients for the purposes of service development, marketing, and case studies, provided that no Client is identifiable.

13. Limitation of liability

The Company will deliver all services with reasonable skill and care. However:

- Coaching, training, and consultancy services are developmental in nature. The Company does not guarantee specific outcomes, results, or improvements in performance.
- The Company is not responsible for decisions made by the Client as a result of coaching, training, or consultancy.
- The Company's total liability to a Client in respect of any claim arising out of or in connection with the Agreement shall not exceed the total fees paid by the Client to the Company in the 12 months preceding the claim.
- The Company shall not be liable for any indirect, consequential, or special loss, including but not limited to loss of profit, loss of business, or loss of opportunity.

Nothing in these Terms and Conditions limits or excludes the Company's liability for death or personal injury caused by negligence, fraud or fraudulent misrepresentation, or any other liability that cannot lawfully be excluded or limited.

Where the Client is an Individual Client, nothing in these Terms and Conditions affects their statutory rights as a consumer.

14. Data protection and privacy

The Company is committed to protecting the privacy of Clients and participants. We process personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018 (as amended).

Personal data collected in connection with the delivery of services will be used to:

- manage bookings, enrolments, and payments;
- deliver services and communicate with Clients;
- meet our legal and regulatory obligations; and
- send relevant information about our services where the Client has consented to receive such communications.

The Company will not sell or share personal data with third parties for marketing purposes. For full details of how we handle personal data, please refer to our Privacy Policy, available on our website: www.amazeassociates.com.

If you have a concern or wish to make a complaint about how we handle your personal data, please contact us at hello@amazeassociates.com. We will acknowledge your complaint within 30 days, look into it, and let you know the outcome without undue delay. If you are not satisfied with our response, you have the right to complain to the Information Commissioner’s Office (ICO) at ico.org.uk.

15. Professional standards

The Company is committed to delivering all services to a high professional standard and in accordance with the ethical frameworks and standards of relevant professional bodies, including the Institute of Leadership, Association for Coaching.

If a Client or participant has any concerns about the quality of services delivered, they should contact us in the first instance at hello@amazeassociates.com . The Company will acknowledge concerns within 3 working days and aim to resolve them within 10 working days.

16. Force majeure

The Company shall not be liable for any failure or delay in performing its obligations under the Agreement where such failure or delay results from circumstances beyond its reasonable control, including but not limited to acts of God, pandemic, government restrictions, failure of third-party platforms, or other events outside the Company's control.

In such circumstances, the Company will use reasonable endeavours to reschedule or otherwise fulfil its obligations as soon as reasonably practicable.

17. Governing law and disputes

These Terms and Conditions and any Agreement formed under them are governed by the laws of England and Wales. Any disputes arising out of or in connection with these Terms and Conditions shall be subject to the exclusive jurisdiction of the courts of England and Wales.

In the event of a dispute, the parties agree to attempt to resolve the matter informally in the first instance by contacting the Company at hello@amazeassociates.com.

If the matter cannot be resolved informally, Individual Clients have the right to refer the complaint to mediation through a provider registered with the Civil Mediation Council (CMC), our chosen Alternative Dispute Resolution (ADR) scheme. Full details are set out in our Complaints Procedure. Further information about the CMC can be found at www.civilmediation.org.

18. Termination

Either party may terminate the Agreement by giving the other party 30 days' written notice. The Company may terminate the Agreement with immediate effect by giving written notice to the Client if the Client fails to pay any amount due under the Agreement on the due date for payment and such sum remains outstanding 7 days after written notice has been given to make such payment.

On termination of the Agreement for any reason, the Client shall immediately pay all outstanding fees due to the Company, including fees for services delivered but not yet invoiced. The Company shall submit a final invoice for any such amounts, which shall be payable by the Client immediately on receipt.

Termination of the Agreement shall not affect any accrued rights or liabilities of either party, nor shall it affect any provision of the Agreement that is expressly or by implication intended to continue in force after termination.

19. General provisions

Entire agreement. These Terms and Conditions, together with any proposal, booking confirmation, or enrolment confirmation, constitute the entire agreement between the parties and supersede all prior discussions and representations.

Variation. The Company reserves the right to update these Terms and Conditions at any time. The version in force at the time of booking or enrolment will apply to that engagement. The current version will always be available on our website.

Severability. If any provision of these Terms and Conditions is found to be unenforceable, the remaining provisions will continue in full force and effect.

Waiver. Failure by the Company to enforce any provision of these Terms and Conditions shall not constitute a waiver of that provision.

Third parties. These Terms and Conditions do not confer any rights on third parties under the Contracts (Rights of Third Parties) Act 1999.