

## Standard Terms of Business

### 1. Services

All services are provided by Caroline Joynson trading as Cheerleader PR.

Caroline Joynson, trading as Cheerleader PR, provides PR services. The services provided under these terms of business relate to the pre-recorded Media Bio Masterclass where you will get:

- a) A step-by-step video guide to creating your very own media bio with practical, actionable prompts.
- b) My tried-and-tested media bio template.
- c) A copy of my own media bio, which has helped me to get featured in Forbes, The Guardian and on the BBC, amongst others.

All services provided are limited to a specific period which will be agreed in advance with a specific start and end date confirmed.

All services are performed by Caroline Joynson. No services are outsourced.

### 2. Fees and Payment Terms

Your pre-recorded Media Bio Masterclass is a total investment of £47. VAT is not charged and there are no additional expenses.

Payment is due immediately upon booking the Media Bio Masterclass.

### 3. Data Protection

Your privacy and the protection of your personal data is important to me and it will be handled in the following way:

- a) Apart from as outlined below, your data will only be used and processed in connection with the performance of the services listed above;
- b) Your personal data will be kept confidential and will never be shared with unconnected third parties. It will be shared with third parties such as an accountant to allow them to perform accountancy functions;
- c) Your data will be kept secure at all times and only stored electronically on devices which are password protected;
- d) In order to ensure that the data held is accurate, all data will be obtained from you directly;
- e) Your data will be stored for the minimum number of years following completion of the services to allow compliance with insurance obligations; and

- f) All data collected will be limited to that which is necessary to allow the services to be performed.

#### **4. Intellectual Property Rights**

I retain all copyright for the pre-recorded Media Bio Masterclass and my media bio. Should you wish to use the document for additional purposes a licence fee can be agreed.

#### **5. Complaints and Refunds**

I am committed to providing you with a high-quality service that is both efficient and effective. However, should there be any cause for complaint in relation to any aspect of our service, please contact Caroline Joynson via [caroline@cheerleaderpr.com](mailto:caroline@cheerleaderpr.com). I agree to look into your complaint carefully and promptly and take reasonable steps to resolve it.

Refunds will be provided in accordance with your statutory rights.

#### **6. Limitation of Liability**

Services are provided to you with reasonable care and skill.

As is the nature of PR, I do not and cannot guarantee any specific results in respect of media coverage and/or PR opportunities.

There will not be no liability to you for any delay or failure to perform our obligations if the delay or failure is caused by circumstances outside my reasonable control.

#### **7. Third Party Rights**

No person other than the person provided with a copy of these Terms of Business shall be deemed to have the benefit of the services or have any rights to enforce or rely on any of the terms.

#### **8. Applicable Law**

These Terms of Business are my standard terms and conditions of business and should at all times be construed in accordance with the laws of England & Wales.

The courts of England & Wales will have exclusive jurisdiction in relation to any claim, or dispute arising out of this engagement or any matter arising from it.

**cheerleaderpr**  
*passion-led pr for ambitious entrepreneurs*