

# TERMS AND CONDITIONS

Maria Fethers | Last updated: 8 June 2026

## 1. About These Terms

These terms and conditions govern the provision of services by Maria Fethers, a sole trader ("I", "me", "my") to clients ("you", "your"). By engaging my services, you confirm that you have read, understood, and agree to these terms.

Contact: [maria@mariafethers.com](mailto:maria@mariafethers.com)

## 2. Services

I offer the following services under the F.O.C.U.S framework:

- F.O.C.U.S Consultation: a fixed-price 90-minute strategic session priced at £295, delivered remotely via video call
- F.O.C.U.S Build: bespoke AI and automation implementation scoped and priced per project following a Consultation
- F.O.C.U.S Growth: an ongoing monthly retainer for continued support, monitoring, and development, scoped and agreed individually

The specific scope, deliverables, and timeline for F.O.C.U.S Build and F.O.C.U.S Growth engagements will be set out in a separate project proposal or agreement provided before work begins.

## 3. Bookings and Confirmation

A booking is confirmed when:

- For F.O.C.U.S Consultation: payment of £295 has been received in full
- For F.O.C.U.S Build and Growth: a written agreement or proposal has been signed or confirmed by both parties

I reserve the right to decline any enquiry or booking at my discretion.

## 4. Fees and Payment

All fees are stated in GBP and are exclusive of VAT unless otherwise stated.

Payment methods accepted:

- Stripe (credit or debit card) via my website or payment link
- Bank transfer, details provided on invoice

F.O.C.U.S Consultation fees are payable in full at the time of booking.

F.O.C.U.S Build fees will be invoiced as agreed in the project proposal, typically with a deposit required before work commences.

F.O.C.U.S Growth retainer fees are payable monthly in advance.

Late payment of invoices may result in work being paused until the outstanding balance is cleared.

## **5. Cancellation and Rescheduling**

F.O.C.U.S Consultation:

- Cancellations made more than 48 hours before the scheduled session will receive a full refund
- Cancellations made within 48 hours of the session are non-refundable
- You may reschedule with more than 48 hours notice at no charge, subject to availability

F.O.C.U.S Build and Growth:

- Cancellation terms will be set out in the individual project agreement
- Work completed up to the point of cancellation will be invoiced and payable

## **6. Delivery and Timelines**

I will use reasonable endeavours to deliver services within agreed timelines. Timelines are estimates and may be affected by factors outside my control, including delays in receiving information, access, or approvals from you.

You agree to provide all reasonable assistance, content, access, and information required for me to deliver the services in a timely manner.

## **7. Intellectual Property**

All intellectual property created by me in the delivery of services, including frameworks, templates, prompts, and system designs, remains my property unless explicitly assigned to you in writing.

You retain ownership of all content, data, and materials you provide to me. You grant me a licence to use these solely for the purpose of delivering the agreed services.

Upon full payment, you are granted a non-exclusive licence to use the specific deliverables created for you as part of your engagement.

## **8. Confidentiality**

Both parties agree to keep confidential any information shared during the engagement that is reasonably understood to be confidential, and not to disclose it to third parties without prior written consent.

This obligation does not apply to information that is publicly available, independently developed, or required to be disclosed by law.

## **9. Limitation of Liability**

I will carry out all services with reasonable skill and care. However:

- I do not guarantee specific outcomes, results, or return on investment from my services
- I am not liable for any indirect, consequential, or special loss arising from the use of my services
- My total liability to you in connection with any engagement shall not exceed the total fees paid by you for that engagement

Nothing in these terms limits liability for fraud, death, or personal injury caused by negligence.

## **10. AI Tools and Voice AI**

Some services may involve AI-powered tools, including voice AI agents. You acknowledge that:

- AI tools are provided as a support mechanism and do not constitute professional legal, financial, or regulatory advice
- Outputs from AI tools should be reviewed and validated before reliance
- Interactions with voice AI tools may be recorded and transcribed for quality and follow-up purposes, as described in my Privacy Policy

## **11. Termination**

Either party may terminate an ongoing engagement by providing written notice as specified in the individual project agreement.

I reserve the right to terminate any engagement immediately if you act in a manner that is abusive, unlawful, or in breach of these terms.

Upon termination, any fees for work completed or committed to up to that point remain payable.

## **12. Governing Law**

These terms are governed by the laws of England and Wales. Any disputes will be subject to the exclusive jurisdiction of the courts of England and Wales.

## **13. Changes to These Terms**

I may update these terms from time to time. The current version will always be available at [mariafethers.com](https://mariafethers.com). Continued engagement following any update constitutes acceptance of the revised terms.

## **14. Contact**

For any questions about these terms, contact:

Maria Fethers

Email: [maria@mariafethers.com](mailto:maria@mariafethers.com)