

TERMS & POLICIES

1. General Overview

By booking with *Curated by Keyresia*, clients agree to the following Terms & Policies. These guidelines ensure clear communication, mutual respect, and a smooth creative process for both parties.

Upon booking, clients will receive an official contract outlining the project details and confirming these terms.

2. Usage Rights & Creative Credit

We reserve the right to share any project, photoshoot, or creative work directed by *Curated by Keyresia* on our professional platforms, including our website, social media, and portfolio—unless otherwise agreed upon in writing.

If you prefer your images not to be posted, or your project requires confidentiality (e.g., a brand announcement or embargo), this must be communicated in writing before the shoot or at the time of signing.

Clients using the images for commercial purposes may only do so if previously agreed upon, and proper creative credit to *Curated by Keyresia* must be included.

All concepts, ideas, moodboards, and directions created by *Curated by Keyresia* remain our intellectual property unless released or purchased in writing.

3. Payments & Deposits

A non-refundable deposit is required to secure your booking and covers the development of your customized concept and moodboard.

Deposit amounts vary by tier.

Remaining balances are due at least a week before the shoot to secure the team, depending on the tier and scope of the project.

Accepted payment methods: Zelle and PayPal.

4. Refunds, Cancellations & Rescheduling

All deposits are non-refundable.

If a shoot is canceled anytime before 72 hours, 50% of the project fee will be refunded (minus the deposit). If a shoot is canceled within 72 hours, no refund will be issued due to time already spent and potential bookings made for the creative team.

Rescheduling is permitted once per project, based on availability.

Late arrivals, no-shows, or last-minute changes may incur additional fees.

5. Revisions & Creative Adjustments

Each project includes up to two revisions for the moodboard and concept.

Once the final concept is approved, only minor adjustments can be made.

Clients are responsible for clearly communicating their preferences during the consultation.

Major direction changes requested after concept approval may require additional fees.

6. Liability & Conduct

We commit to maintaining a professional, safe, and respectful environment during all creative processes and shoots.

Clients are expected to maintain professional conduct throughout the project.

Curated by Keyresia is not responsible for delays caused by client lateness, lack of preparation, or failure to provide required information.

7. Confidentiality & Idea Protection

All ideas, concepts, and discussions during consultations are confidential.

Moodboards, visual concepts, and creative materials produced by *Curated by Keyresia* may not be replicated, distributed, or shared with third parties without written permission.

Unauthorized use of our ideas, concepts, or materials is strictly prohibited.

8. Creative Control

By booking with me, you acknowledge and trust my creative vision, artistic style, and decision-making throughout the project. This includes:

- styling
- color palettes
- posing
- angles
- set design
- lighting choices
- mood, storytelling, and overall aesthetic

Creative decisions made during the shoot are final. Adjustments may be made based on lighting, weather, model comfort, wardrobe constraints, or time restrictions.

Clients may share inspiration photos, themes, or ideas beforehand, but final creative interpretation is mine as the Creative Director.

Requests that change the original direction may require additional fees, time, or setup.

I retain full control over selecting team members (photographers, MUA, stylists, assistants, editors, etc.), unless otherwise discussed in writing.

9. Editing, Retouching, & Delivery

All images are edited in the photographer's creative style with my direction. Clients may not request edits that significantly change my artistic approach (e.g., extreme photo manipulation, heavy body alterations, filters that are not part of my brand aesthetic).

Basic retouching includes:

- color correction
- lighting adjustments
- minor skin smoothing
- blemish removal
- cropping

Advanced retouching includes background changes, object removal, heavy skin edits, etc.

I do not release RAW/unedited files under any circumstance. Unedited images are not representative of my work or brand and will not be distributed.

Standard delivery timeline:

- Proof gallery: within 3–7 business days
- Final edited images: within 7–21 business days after client selects proofs depending on image amount
- For large commercial/editorial projects, timeline may extend and will be clarified in the contract.

If the client needs images sooner, a rush fee may be applied. Rush delivery ranges from 24 hours to 5 days depending on workload and project type.

Clients are entitled to one round of minor revisions. Additional revisions or re-edits will incur an extra fee.

Final images are delivered via online gallery or digital download link.