

# The Data Goddess – Terms & Conditions of Service

These Terms & Conditions apply to all services provided by Martha Horler trading as The Data Goddess, including training and consultancy work. By confirming work via email following a proposal or cost summary, clients agree to these terms.

## 1. General Terms (Applicable to All Services)

### 1.1 Agreement and Booking

All services are agreed via email, following an initial discussion and proposal. This email confirmation forms the basis of our working agreement. A formal contract may be introduced in future if required.

### 1.2 Invoicing and Payment

- Training is invoiced upfront.
- Consultancy is invoiced at agreed milestones or upon completion for short projects.
- All invoices are payable within 30 days of issue.
- Where payment is late, any discounts may be withdrawn.

### 1.3 Confidentiality and Data Protection

All client information and data will be treated as strictly confidential. The Data Goddess complies with UK GDPR and other relevant data protection laws. Any personal data provided will only be used for delivering agreed services. Where required, existing client Data Sharing Agreements can be used.

### 1.4 Intellectual Property

Unless otherwise agreed in writing:

- All intellectual property created during the project (e.g. training materials, dashboards, reports) remains the property of The Data Goddess.
- Clients are granted a non-exclusive licence to use the outputs internally.
- Ownership can be negotiated and transferred if required.

### 1.5 Limitation of Liability

Services are delivered with reasonable care and skill. However:

- The Data Goddess is not liable for indirect or consequential losses, including loss of data, income, or reputation.
- Total liability is limited to the amount paid for the relevant services.



## 1.6 Client Responsibilities

Clients agree to:

- Provide timely access to relevant systems, data, and personnel.
- Respond to requests for feedback and decisions.
- Arrange internal logistics for training (e.g. venue, invites) where applicable.
- Acknowledge that delays or lack of access may affect timelines or outcomes.

## 1.7 Publicity and Testimonials

With the client's consent:

- The Data Goddess may reference anonymised project details or client names for promotional purposes.
- Testimonials may be requested for use on the website or other materials.

## 1.8 Dispute Resolution and Governing Law

In the event of any dispute:

- Both parties will seek to resolve matters informally in the first instance.
- If unresolved, mediation may be considered before legal action.
- These Terms are governed by the laws of England and Wales.

# 2. Training Services

## 2.1 Cancellations and Rescheduling

- Clients may reschedule training sessions at no additional cost.
- Cancellations within 24 hours of the session will incur 50% of the agreed fee.

# 3. Consultancy Services

## 3.1 Changes and Cancellations

The Data Goddess aims to remain flexible with consultancy engagements. However, if a client cancels, significantly delays, or materially changes the project:

- The timeline and fees may be reviewed and renegotiated.
- Where appropriate, payment for work already completed may still be required.

