



Own Your Marketing: Terms of Purchase

Hi there! We are so excited that you are planning to purchase our self-study course, Own Your Marketing: How to stop winging it and market your floristry business with bloomin' confidence! Before you buy the course there are a few things you need to know about what you are purchasing, what you can expect and the support you will get from us. Please read the terms below and if you have any questions once you've finished please do not hesitate to get in touch and we would be happy to chat further.

Jane & Helen x

The terms and conditions set out below apply to your purchase of the self-study course, "Own Your Marketing: How to stop winging it and market your floristry business with bloomin' confidence!" offered by Queen Bee PA Limited. Please read them carefully as they affect your rights and liabilities under law and set out the terms under which Queen Bee "we" provide services to you, as purchaser of Own Your Marketing. These terms are subject to any rights you have under consumer law to which we are bound to and which cannot be waived.

Course Outline

The Own Your Marketing course is a 5-week online self-study course which provides support and education on the foundations of marketing your floristry business, giving you confidence and planning know-how.

Course Specifics

Following successful purchase of the course you will receive access to 5 weeks' worth of pre-recorded modules with templates (PDFs) and worksheets (Google Sheets) for you to download and tailor for your own needs, accompanied by relatable examples, specific to the floristry industry. No alternative formats will be provided where access to PDF and Google Sheets/Excel is unavailable.



Every Monday, over the course of the 5 weeks, new materials will become available for self-study. The link to the materials will be provided to you by email and hosted predominantly by third-party online course platform, Searchie, for which you will be required to register.

This is a personal course for you to complete entirely at your own speed. For best results it is recommended that you under-take each module as they land and allow time to complete the self-study materials between sessions. Failure to complete the self-study materials may limit your ability to appreciate and learn from the preceding or following week's session.

Whilst we are positive participants will emerge with confidence, clarity and an implementable plan for marketing their floristry business, it is not possible to provide any guarantees that you will experience any specific results. Failure to complete the self-study materials will limit your ability to benefit from the information provided and will significantly limit any results. The course is not bespoke and includes general advice albeit relevant to the floristry industry.

It is not intended that you will finish the course with a complete and detailed marketing plan. The aim is that following completion of the course you will have new strategies, techniques and templates and have confidence to plan and structure your marketing. It is your individual responsibility to apply what is shared and taught in the course to your personal circumstances both during the course and afterwards. Each individual is unique and their starting position and commitment to the course is unique to them.

Please be aware that the course is delivered entirely in English and no translations are provided for videos or text.

Payment Terms

The cost of the course is £449. This is a one-off payment, and all purchases are final. (Please see below for details about refunds).

From time to time, we may offer the course at a promotional price. No refunds can be given for the difference between the RRP price and the promotional price if the original purchase was made outside of the promotional time period.

A discount code is available for members of The British Florist Association, the details of which can be found in the Members area of their website. This discount code should not be shared, and we reserve the right to decline orders where BFA Membership is not valid.



Support

Support will be provided via

- i) Private Facebook group
- ii) 2 x Zoom sessions

Private Facebook Group

You will have access to a private Facebook group to support you during the course. The intention of the Facebook group is to provide a community support network and enhance the course experience. There is no obligation to join but is recommended as a safe space to ask questions and share your knowledge with your peers.

Queen Bee will post and offer support within this group but there is no guarantee that posts will be responded to, or a Facebook mailbox monitored. The substantive method of communication will be via email and the substantive teaching will take place via the pre-recorded course materials.

Queen Bee do not own the Facebook group and make no guarantees that the Facebook group will be available at any specific time.

You are responsible for your material and for any liability that may result from the material you post. You participate, comment, and post material at your own risk. By posting or submitting any questions, comments, posts, photos, images, videos or other contributions in our Facebook group you are representing to us that you are the owner of these contributions, and you are at least 18 years old. You may not communicate or submit any material that is abusive, vulgar, threatening, harassing, knowingly false, defamatory or obscene or otherwise in violation of any law or the rights of others.

Zoom sessions

You will get the opportunity to join us for two Zoom sessions. These will discuss a particular topic relating to the module released that week as well as providing an opportunity for questions and support.

Like the Facebook Group, this element of the course is not mandatory.

Technical support

The aim for this course is that you should be able to access the course material with ease. Should you require any technical support in respect of your PDF download or accessing the



pre-recorded videos then we are happy to help you to get up and running. Please email jane@wearequeenbee.com and you will receive a reply between Monday to Friday from 9am until 3pm. We aim to respond to you within 24 hours if you email during those hours.

Privacy and Confidentiality

Your privacy and protection of your personal data is important to us. We will keep your personal data confidential and will never share it with unconnected third parties. Your payment information will be processed by a secure third-party processor. We will be provided with your email address and name but never be provided with your financial information.

Please be aware that the Zoom sessions may be recorded, and your name and image/video may be captured. The recordings of the discussion will be kept and made available to others on the course. If you provide or share any information within these sessions about yourself or your business that information will be shared within the group. Should you not wish to be recorded please ensure that your camera is switched off and your name field is changed to "Attendee" with your initial so that support can still be offered but no personal identifiable information will be captured.

For more detail on how we manage your data you can view our privacy policy [here](#)

Refunds and Cancellation

As you are purchasing digital content which includes data which is produced and supplied in digital form you are only entitled to a refund in limited circumstances. In purchasing the course, you are waiving your rights to a refund unless the statutory circumstances for refunds are met.

Should you consider that the digital download is technically faulty for any reason then please confirm so immediately and a further copy will be provided. Should you have any concerns or questions please contact us on jane@wearequeenbee.com



Intellectual Property

You will be provided with course materials. At all times, even following purchase, the intellectual property rights and copyright connected with those materials remain with us, Queen Bee PA Limited. You have the right to use the materials as learning tools, but you are not permitted to duplicate, imitate or provide copies to third parties whether for free or as part of a sale.

To access certain features of the course you will need a username and password. You agree to keep your username and password confidential. If we have reasonable grounds to suspect that you have provided false information, shared your username and password with anyone else, or forwarded any non-public material from the course to any other person, we have the right to suspend or terminate your account and refuse any and all current or future use of the course or any of its content, in whole or part, without refund.

Feedback and Complaints

If you have any feedback about the course please do share it with us. It is always great to receive words of praise and also helpful to get constructive comments. We really hope that you love this course as much as we do but if you would like to make a complaint this should be made to made in writing to jane@wearequeenbee.com

General

It is requested that at all times your behaviour towards others is polite and respectful. Queen Bee will not be held responsible for the behaviour or actions of any other course participant. Should your behaviour be deemed offensive or inappropriate Queen Bee reserve the right to remove you from the course with immediate effect.

It is the intention that the Own Your Marketing course will run for 5 weeks consecutively. Should an unforeseen reason arise which causes a session to be postponed it will be added to as soon as possible with all future sessions scheduled as normal. All sessions will have taken place within a 6-week period from the start of the course.

Throughout the course Queen Bee will be available by email Monday to Friday between 9am to 3pm. Queen Bee will respond as soon as possible and within 48 hours during the hours stated.



We intend to rely on the written terms set out in these terms and conditions in respect of the course delivered to you. These written terms shall constitute the entire agreement between us.

If any provision or part-provision of these terms and conditions is or becomes invalid, illegal or unenforceable, it shall be deemed modified to the minimum extent necessary to make it valid, legal and enforceable. If such modification is not possible, the relevant provision or part-provision shall be deemed deleted. Any such modification or deletion shall not affect the validity and enforceability of the rest of these terms and conditions.

These Terms are governed by English law. The Courts of England & Wales have exclusive jurisdiction over any matter and proceedings arising out of your purchase of the course.