

BRAID&BOND

Website Terms and Conditions

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Governing law: Laws of South Australia and the Commonwealth of Australia

Includes: Australian Consumer Law (Schedule 2, Competition and Consumer Act 2010 (Cth))

Version	Effective date	Last reviewed
1.0	27/04/26	27/04/26

IMPORTANT — PLEASE READ BEFORE USING THIS WEBSITE

These Terms and Conditions ("Terms") govern your use of the Braid&Bond website at braid-bond.com and any purchase of digital products from us. By accessing or using this website, or by purchasing any product from us, you agree to be bound by these Terms.

If you do not agree with any part of these Terms, please do not use this website or purchase our products.

These Terms should be read together with our Privacy Policy, which is also available on this website.

1. DEFINITIONS

In these Terms, unless the context otherwise requires:

ACL	the Australian Consumer Law set out in Schedule 2 of the Competition and Consumer Act 2010 (Cth).
Braid&Bond / we / us / our	Braid&Bond, a South Australian business operating at braid-bond.com.
Content	all text, images, graphics, videos, course materials, workbooks, ebooks, and other material published on the Website or provided as part of a digital product.
Digital Product	any ebook, digital guide, workbook, or downloadable file purchased from us through the Website or any third-party platform we direct you to.
Licence	the non-exclusive, non-transferable, personal-use licence granted to you to access and use a Digital Product upon purchase, as described in clause 6.
Personal Information	has the meaning given in the Privacy Act 1988 (Cth).
User / you / your	any person who accesses or uses the Website, whether or not they make a purchase.
Website	the Braid&Bond website at braid-bond.com and all associated pages, content, and functionality.
Workshop	a Braid&Bond in-person hair braiding workshop session.

2. ACCEPTANCE OF TERMS

2.1 By accessing or using this Website, you confirm that you are at least 18 years of age (or are accessing the Website with the consent and supervision of a parent or guardian), and that you agree to be bound by these Terms.

2.2 We reserve the right to amend these Terms at any time. Amendments take effect when published on this Website. We will use reasonable endeavours to notify you of material changes. Your continued use of the Website after any amendment constitutes your acceptance of the updated Terms.

2.3 These Terms are governed by the laws of South Australia and the Commonwealth of Australia. You submit to the non-exclusive jurisdiction of the courts of South Australia for any dispute arising under these Terms.

3. USE OF THIS WEBSITE

3.1 We grant you a limited, non-exclusive, non-transferable, revocable licence to access and use the Website for personal, non-commercial purposes in accordance with these Terms.

3.2 You must not use this Website to:

- ◆ violate any applicable law, regulation, or these Terms
- ◆ reproduce, distribute, modify, or create derivative works from any Content on the Website without our prior written consent
- ◆ engage in any conduct that is fraudulent, misleading, harassing, or harmful to any person
- ◆ use automated tools (including bots, scrapers, or crawlers) to extract data from the Website without our permission
- ◆ introduce viruses, malware, or any other harmful code to the Website
- ◆ attempt to gain unauthorised access to any part of the Website or its underlying systems
- ◆ use the Website in a way that imposes an unreasonable or disproportionate load on our infrastructure

3.3 We reserve the right to suspend or terminate your access to the Website at any time and without notice if we reasonably believe you have breached these Terms.

3.4 The Website may contain links to third-party websites. We do not endorse or take responsibility for the content, privacy practices, or accuracy of any third-party website. Visiting third-party links is at your own risk.

4. INTELLECTUAL PROPERTY

4.1 All Content on this Website — including text, graphics, logos, photographs, workshop curriculum, digital products, and the Braid&Bond name and brand — is the intellectual property of Braid&Bond or its licensors and is protected by Australian and international copyright, trade mark, and other intellectual property laws.

4.2 Nothing in these Terms transfers any intellectual property rights to you. You may view and print pages from the Website for your personal, non-commercial use only.

4.3 You must not, without our prior written consent:

- ◆ reproduce, copy, distribute, or publish any Content from this Website
- ◆ use any Content for commercial purposes
- ◆ remove or alter any copyright, trade mark, or other proprietary notice from any Content
- ◆ frame or embed this Website within any other website or application

4.4 If you believe your intellectual property rights have been infringed on this Website, please contact us at info@braid-bond.com.

5. WORKSHOP BOOKINGS

5.1 When you book a Braid&Bond workshop through our Website, you are entering into a contract for services. The booking is confirmed when you receive a written confirmation from us (including by email).

5.2 Prices for workshop sessions are as displayed on the Website at the time of booking and are inclusive of GST where applicable.

5.3 Cancellation and rescheduling of workshop bookings is subject to the cancellation policy communicated to you at the time of booking. We will comply with our obligations under the ACL in relation to any cancellation.

5.4 Our workshops involve the participation of children. By completing a booking, you confirm that you have read and agree to our participant terms, including our waiver and photo consent requirements, which will be provided to you separately at or before the time of the workshop.

6. DIGITAL PRODUCT PURCHASES AND LICENCE

6.1 What you are purchasing

When you purchase a Digital Product from Braid&Bond (including our beginner ebook), you are purchasing a personal, non-exclusive, non-transferable licence to access and use that Digital Product for your own personal, non-commercial purposes. You are not purchasing ownership of the Digital Product or any intellectual property rights in it.

6.2 Licence grant

Subject to payment of the purchase price and your compliance with these Terms, we grant you a limited, non-exclusive, non-transferable, royalty-free licence to:

- ◆ download and store one copy of the Digital Product on your personal device(s)
- ◆ access and read the Digital Product for your own personal, non-commercial use
- ◆ print one copy for personal use where the Digital Product is in a printable format

6.3 Restrictions on use

You must not, without our prior written consent:

- ◆ share, distribute, sell, resell, sublicense, or otherwise transfer the Digital Product to any third party
- ◆ reproduce or copy the Digital Product in whole or in substantial part
- ◆ use the Digital Product for any commercial purpose, including in any paid course, workshop, or training program
- ◆ modify, adapt, translate, or create derivative works based on the Digital Product
- ◆ remove or alter any copyright notices, watermarks, or other proprietary markings
- ◆ upload or make the Digital Product available on any online platform, file sharing service, or social media

WHY THESE RESTRICTIONS MATTER

The Braid&Bond ebook represents significant creative and educational work. These restrictions protect that work and ensure the curriculum remains exclusive to Braid&Bond. Unauthorised sharing or commercial use is a breach of these Terms and may constitute copyright infringement under the Copyright Act 1968 (Cth).

If you become aware of any unauthorised distribution of our Digital Products, please let us know at info@braid-bond.com.

6.4 Delivery of Digital Products

Upon successful payment, your Digital Product will be delivered by electronic means — either as a download link sent to the email address you provided, or through the third-party platform (such as Gumroad) through which you made your purchase. Delivery is typically immediate or within a few minutes of purchase.

If you do not receive your Digital Product within 24 hours of purchase, please check your spam or junk folder and then contact us at info@braid-bond.com.

6.5 Pricing and payment

All prices for Digital Products are displayed in Australian Dollars (AUD) and are inclusive of GST where applicable. Prices are subject to change without notice, but changes will not affect orders already placed and paid for.

Payment is processed by our third-party payment provider (such as Gumroad, Stripe, or Wix Payments). We do not store your payment card details. You agree to the payment provider's terms of service when completing a purchase.

6.6 Licence duration

Your licence to use the Digital Product is perpetual (ongoing), subject to termination in accordance with clause 6.7.

6.7 Termination of licence

We may terminate your licence to use a Digital Product immediately and without notice if you breach any of these Terms, including the restrictions in clause 6.3. Upon termination, you must immediately cease using the Digital Product and delete all copies in your possession.

7. REFUND POLICY FOR DIGITAL PRODUCTS

7.1 Because Digital Products are delivered electronically and can be accessed immediately upon purchase, we generally do not offer refunds once a Digital Product has been delivered and the download link has been accessed or the file downloaded.

7.2 Nothing in this clause limits your rights under the Australian Consumer Law. We provide the following ACL consumer guarantees in relation to Digital Products:

- ◆ the Digital Product will be of acceptable quality
- ◆ the Digital Product will be fit for the purpose described
- ◆ the Digital Product will match its description on our Website

7.3 If your Digital Product:

- ◆ fails to download or open correctly due to a fault on our part
- ◆ is materially different from its description on our Website
- ◆ contains a significant error or defect that substantially affects its value or usefulness

...then you are entitled to a remedy under the ACL, which may include a replacement file, a corrected version, or a refund. Please contact us at info@braid-bond.com within 14 days of purchase with a description of the issue.

7.4 We do not offer refunds for Digital Products on the following grounds:

- ◆ change of mind after accessing or downloading the product
- ◆ you purchased the product by mistake
- ◆ you found a cheaper alternative elsewhere
- ◆ you did not read the product description before purchasing
- ◆ the product did not meet expectations that were not expressly stated in its description

YOUR ACL RIGHTS ARE ALWAYS PROTECTED

Our refund policy does not exclude, restrict, or modify any right or remedy you have under the Australian Consumer Law. Nothing in these Terms attempts to do so.

Under the ACL, our Digital Products come with consumer guarantees that cannot be excluded. If a product has a major failure, you are entitled to a refund. If the failure is minor, we may choose to repair or replace the product.

For more information about your consumer rights, visit: accg.gov.au

8. GIFT VOUCHERS

8.1 Gift vouchers for Braid&Bond workshops may be purchased through our Website or other channels. Gift vouchers are subject to our Gift Voucher Terms and Conditions, which are available on our Website and form part of these Terms.

8.2 In accordance with the ACL, gift vouchers issued by Braid&Bond will have a minimum expiry period of 3 years from the date of purchase. Any post-supply fee deducted from a gift voucher's value will be disclosed at the time of purchase.

8.3 Gift vouchers are not redeemable for cash and are non-transferable once redeemed. Lost or stolen vouchers cannot be replaced.

9. WEBSITE ACCURACY AND AVAILABILITY

9.1 We make reasonable efforts to ensure the information on this Website is accurate, current, and complete. However, we do not warrant that the Website will be error-free, uninterrupted, or free from viruses or other harmful components.

9.2 We reserve the right to modify, suspend, or discontinue the Website (or any part of it) at any time without notice and without liability to you.

9.3 Prices, dates, and availability of workshops and digital products displayed on the Website are subject to change without notice. We will honour prices displayed at the time a confirmed purchase is completed.

9.4 The content of this Website is provided for general information and educational purposes only. It does not constitute professional advice. You should seek your own professional advice before relying on any information on this Website.

10. DISCLAIMER AND LIMITATION OF LIABILITY

10.1 To the maximum extent permitted by law (including the ACL), the Website and all Content are provided "as is" and "as available" without warranty of any kind, express or implied, including any warranty of merchantability, fitness for a particular purpose, or non-infringement.

10.2 To the maximum extent permitted by law, we exclude all liability for:

- ◆ any direct, indirect, incidental, consequential, or special loss or damage arising from your use of, or inability to use, the Website
- ◆ any errors, inaccuracies, or omissions in the Website Content
- ◆ any loss of data, profits, or business opportunity arising from your use of the Website
- ◆ any unauthorised access to or alteration of your data
- ◆ any conduct or content of third parties linked to or from the Website

10.3 Where our liability cannot be excluded under the ACL (for example, for consumer guarantees), our liability is limited, to the extent permitted, to resupplying the relevant service or product, or paying the cost of having the service or product resupplied.

10.4 Nothing in these Terms excludes, restricts, or modifies any right, remedy, guarantee, warranty, or condition implied or imposed by the ACL that cannot be lawfully excluded or limited.

IMPORTANT LIMITATION

Our total aggregate liability to you under these Terms (to the extent not excluded by law) is limited to the amount you paid to us for the Digital Product or Workshop in the 12 months prior to the event giving rise to the claim.

11. INDEMNITY

11.1 You agree to indemnify, defend, and hold harmless Braid&Bond, its owners, contractors, and agents from and against any claim, loss, damage, cost, or liability (including reasonable legal fees) arising from:

- ◆ your use of, or inability to use, the Website
- ◆ your breach of these Terms
- ◆ your violation of any third-party rights, including intellectual property rights
- ◆ any content you submit to us or post through the Website

12. USER SUBMISSIONS AND COMMUNICATIONS

12.1 If you submit any content to us (including through a contact form, email, or social media), you grant us a non-exclusive, royalty-free, perpetual licence to use, reproduce, and publish that content for the purpose of responding to your enquiry or improving our services.

12.2 You must not submit any content that is unlawful, offensive, defamatory, infringing of third-party rights, or that contains personal information about third parties without their consent.

12.3 If you provide a testimonial or review about Braid&Bond and consent to its publication, you grant us the right to publish it on our Website and in our marketing materials. You may withdraw this consent at any time by contacting us at info@braid-bond.com.

13. PRIVACY

13.1 We collect and handle personal information in accordance with our Privacy Policy, which is available on this Website and forms part of these Terms. By using this Website, you consent to our collection and use of your personal information as described in our Privacy Policy.

13.2 Our Website uses cookies. By continuing to use the Website, you consent to our use of cookies as described in our Privacy Policy.

14. CHILDREN AND MINORS

14.1 Our Website is intended for use by adults (persons aged 18 years or over). We do not knowingly collect personal information directly from children under the age of 18 through this Website.

14.2 Our workshops involve children as participants, with their parent or guardian in attendance. See our Privacy Policy for details of how we handle information about children in the workshop context.

14.3 If you are under 18 years of age, please do not use this Website or make any purchase without the involvement and consent of a parent or guardian.

15. AUSTRALIAN CONSUMER LAW — CONSUMER GUARANTEES

15.1 Under the ACL, our goods and services come with consumer guarantees that cannot be excluded. Nothing in these Terms excludes, restricts, or modifies:

- ◆ any guarantee, condition, warranty, or right conferred on you by the ACL
- ◆ any liability of ours for failure to comply with those guarantees

15.2 The following ACL consumer guarantees apply to our Digital Products:

Consumer guarantee	What it means for Braid&Bond digital products
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Acceptable quality	The ebook is free from defects, is safe to use, and is of acceptable quality for the purpose of a digital educational guide.
Fitness for purpose	The ebook does what we describe — teaches beginner hair braiding techniques to dads, with step-by-step instructions and photographs.
Match description	The ebook matches the description on our Website. If the product you receive differs materially from its description, you are entitled to a remedy.
Reasonably durable	Your licence to use the ebook is perpetual. The file will be in a standard format (HTML or PDF) accessible on common devices.

15.3 If a Digital Product fails to meet an ACL consumer guarantee, your remedy depends on whether the failure is major or minor. For a major failure, you are entitled to a refund. For a minor failure, we may repair or replace the product. See clause 7 for our refund process.

16. GENERAL

16.1 Entire agreement: These Terms (together with our Privacy Policy, Gift Voucher Terms, and any other policies published on our Website) constitute the entire agreement between you and Braid&Bond in relation to your use of the Website and purchase of Digital Products.

16.2 Severability: If any provision of these Terms is found to be invalid, unenforceable, or illegal by a court, that provision will be severed and the remaining provisions will continue in full force and effect.

16.3 Waiver: Our failure to exercise or enforce any right under these Terms does not constitute a waiver of that right.

16.4 Assignment: We may assign our rights and obligations under these Terms at any time. You may not assign your rights under these Terms without our prior written consent.

16.5 Force majeure: We are not liable for any delay or failure to perform our obligations under these Terms where that delay or failure is caused by circumstances beyond our reasonable control, including natural disasters, government action, or internet outages.

16.6 Governing law: These Terms are governed by the laws of South Australia and the Commonwealth of Australia. Any dispute arising under these Terms will be subject to the non-exclusive jurisdiction of the courts of South Australia.

16.7 Contact: For any questions, complaints, or notices under these Terms, please contact us at info@braid-bond.com or 0488 448 859.

Questions about these Terms?

Email us at info@braid-bond.com — we are happy to help.
braid-bond.com | [@braid.bond](https://www.instagram.com/braid.bond) | 0488 448 859 | South Australia

LEGAL DISCLAIMER

These Terms and Conditions have been prepared for Braid&Bond based on Australian Consumer Law (Schedule 2, Competition and Consumer Act 2010 (Cth)) and the laws of South Australia, as at the date of preparation.

This document does not constitute legal advice. Braid&Bond should seek independent legal advice to confirm these Terms meet its specific obligations, particularly regarding the digital product licensing provisions and ACL consumer guarantees.

These Terms should be reviewed periodically and updated to reflect any changes in Braid&Bond's products, services, or applicable law.