



— STUDIOS —

DISCLAIMERS & DISCLOSURES

WEBSITE & CLIENT INFORMATION

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This document summarizes standing disclosures, policies, and client-facing business practices for Rook & Reel Studios. Project-specific quotes, invoices, Order Forms, and signed Production Agreements govern the exact scope, price, deadlines, rights, and obligations for a booked project.

Business-document note: This publication is designed as a practical studio policy and disclosure template. Qualified local counsel should review it before commercial use, especially for state-specific rules involving contracts, privacy, consumer transactions, taxes, intellectual property, refunds, electronic signatures, and AI.

Who this applies to: authors, narrators, illustrators, cover artists, bookish vendors, bookstores, event organizers, creators, brands, and other members of the indie book community who visit the Rook & Reel Studios website, request a quote, submit materials, or purchase services.

1. STUDIO SERVICES & CREATIVE PRODUCTION

1.1 Nature of Services

Rook & Reel Studios provides cinematic and promotional media services for the indie book community. Services may include cinematic stills, animated promos, book and product trailers, title reveals, cover reveals, character reveals, logo design, animated logo idents, campaign media, social cutdowns, audio treatments, visual branding, and custom production services.

1.2 Human Creative Direction

Projects are shaped through human creative direction, concept development, editing, selection, pacing, compositing, revision, and quality control. The Studio may combine multiple digital production methods to achieve the approved creative brief.

1.3 Creative Interpretation

The Creator supplies the concept, goals, references, required text, and creative restrictions. The Studio retains reasonable artistic and technical discretion to translate those materials into a cohesive final product. Visual interpretation can vary from a Creator's internal mental image, especially when the brief involves fictional people, fantasy settings, or abstract ideas.

1.4 Deliverables & Formats

Final deliverables are provided in the formats stated in the written quote or scope. Alternate aspect ratios, editable source files, raw generations, project files, prompts, layered files, working files, or additional versions require written inclusion or a separate quote.

1.5 Marketing Results

Creative media can support a launch or brand campaign. Sales, downloads, views, follower growth, engagement, reviews, virality, platform ranking, advertising performance, retailer acceptance, award consideration, and other commercial outcomes remain outside the Studio's control.

1.6 Platform & Retailer Decisions

TikTok, Instagram, YouTube, Meta, Amazon, retailers, advertising networks, contest organizers, publishers, distributors, and other third parties set their own rules. Acceptance, reach, monetization, recommendation, labeling, continued hosting, and moderation decisions belong to those platforms.

2. AI USE DISCLOSURE & EMERGING TECHNOLOGY

2.1 AI-Assisted Production Disclosure

Rook & Reel Studios uses a combination of conventional production software and emerging creative technology. Depending on the project, the Studio may use generative artificial intelligence, AI-assisted image, video, animation, audio, music, enhancement, upscaling, synthetic-media, motion-generation, compositing, editing, typography, and other creative production tools and programs.

2.2 Client Acceptance of AI Use

Booking a project with Rook & Reel Studios constitutes acknowledgment and acceptance that AI-assisted and generative tools may form part of the production workflow. The signed Production Agreement and paid booking deposit provide project-specific authorization for that workflow.

2.3 Tool Selection

The Studio selects tools according to project needs, quality, availability, licensing, safety, and technical suitability. The exact software, model, platform, workflow, or provider can change during production as technology evolves.

2.4 Generative Variability

Generative systems can produce variation between outputs, continuity differences, unexpected details, artifacts, text errors, anatomy errors, voice or motion inconsistencies, and other imperfections. Human review, editing, re-generation, compositing, and enhancement may be used to address those issues.

2.5 Copyrightability & Exclusivity

Copyright and ownership rules for AI-assisted material continue to evolve. The Studio grants only the rights it has authority to grant and makes no promise that every individual AI-generated component, standing alone, will qualify for copyright protection, exclusivity, or registration.

2.6 Manuscripts & Sensitive Creative Materials

The Studio uses reasonable care with unpublished and pre-release materials. A complete unpublished manuscript will not be intentionally uploaded to a third-party generative AI system solely for production convenience without Creator permission. Approved excerpts, synopses, cover art, character references, product references, voice samples, logos, brand assets, or other materials reasonably necessary for production may be used when authorized.

2.7 Real-Person Likeness & Voice

Creators must hold appropriate rights, releases, or permissions for real-person photographs, voices, performances, trademarks, or likeness references they provide. The Studio may request proof of authorization for voice cloning, likeness replication, branded characters, or other sensitive identity-based production.

2.8 Required AI Labels or Disclosures

The Creator is responsible for any AI labeling, disclosure, or eligibility requirement imposed by a retailer, platform, award, contest, publisher, advertiser, distributor, or other third party. The Studio will reasonably describe its production workflow when the Creator needs information for a required disclosure.

3. INTELLECTUAL PROPERTY, LICENSES & CLIENT MATERIALS

3.1 Creator-Provided Materials

The Creator retains ownership of materials supplied to the Studio. By submitting materials, the Creator represents that they own, license, or have permission to provide and use the applicable text, excerpts, cover art, illustrations, photographs, product images, logos, trademarks, narration, voice samples, music, fonts, video, and other assets.

3.2 Third-Party Permissions

The Creator is responsible for permissions involving publishers, co-authors, illustrators, cover designers, narrators, models, photographers, licensors, vendors, event organizers, rights holders, or other third parties whose material appears in the project.

3.3 Final Deliverable Rights

After full payment, the Creator receives the usage rights stated in the Production Agreement or written quote. Standard projects generally include a broad commercial license to post, display, reproduce, distribute, advertise, and promote the approved final deliverables in connection with the Creator's books, services, products, events, brand, or social media.

3.4 Studio Retained Materials

The Studio retains its pre-existing branding, templates, reusable assets, prompts, workflows, production methods, editing structures, internal source files, working files, know-how, and other production systems. Similar styles, techniques, compositions, pacing approaches, and production methods may appear in other Studio work.

3.5 Licensed Components

Stock assets, music, fonts, voice talent, software-generated components, templates, sound effects, AI-assisted elements, and other third-party materials may carry separate license terms. The Creator receives only the rights available under those terms.

3.6 Similarity Risk

Generative and template-based systems can produce visual, musical, textual, or stylistic similarities across unrelated projects. Exclusive ownership of a general style, genre convention, concept, camera movement, editing technique, color palette, or AI-generated component is not promised.

4. BOOKING, PAYMENT, REVISIONS & CANCELLATION

4.1 Quotes & Pricing

Posted prices serve as a general service menu. A written quote may reflect project complexity, runtime, quantity, aspect ratios, specialty licensing, deadlines, custom requests, or other production requirements. The most recent written quote or invoice controls the project price.

4.2 50% Booking Deposit

A booking deposit equal to fifty percent (50%) of the quoted project total is required to reserve a production slot. A slot becomes reserved after the Studio receives the signed Production Agreement and the booking deposit. The deposit is credited toward the project total.

4.3 Remaining Balance

The remaining fifty percent (50%) balance is due after final proof or substantial completion and before release of final unwatermarked, full-resolution, or master files. Watermarked or reduced-resolution previews may be used during approval.

4.4 Revisions

Included revision rounds are stated in the service menu, quote, or agreement. One revision round means one consolidated set of reasonable changes submitted together. New concepts, major re-generation, substantial story changes, expanded runtimes, new deliverables, or changes caused by late or inaccurate client materials may require additional fees.

4.5 Scope Changes

Requests that materially change runtime, aspect ratio, number of concepts, number of characters, number of locations, music direction, voice requirements, animation complexity, campaign volume, or delivery schedule may trigger a revised quote.

4.6 Creator Cancellation

If cancellation occurs before substantive production begins, the Studio may refund the deposit less non-recoverable costs and work already completed. Once substantive production has begun, the booking deposit becomes non-refundable because production capacity has been reserved and creative work has begun.

4.7 Studio Cancellation

The Studio may suspend or cancel work for nonpayment, abusive conduct, unlawful content, infringement concerns, material misrepresentation, unsafe requests, or technical or ethical impracticability. When the Studio cancels for reasons unrelated to Creator breach before substantial work is delivered, the unearned portion of payments received will be refunded.

4.8 Rush Work & Third-Party Costs

Rush production depends on availability and may carry an additional fee. Specialty licenses, stock, paid music, outside voice talent, shipping, printing, event fees, or other third-party expenses require approval and may be billed separately.

4.9 Taxes & Payment Processing

Applicable taxes, payment-processor fees, currency conversion, chargeback costs, or legally required transaction charges may be added where permitted and disclosed on the invoice.

5. CONFIDENTIALITY, PORTFOLIO, FILES & WEBSITE PRIVACY

5.1 Pre-Release Confidentiality

The Studio uses reasonable care to protect unreleased project materials and campaign details until the Creator's public reveal, release date, or agreed embargo. Creators should provide embargo dates and identify especially sensitive materials in writing.

5.2 Portfolio & Studio Promotion

Unless the Creator opts out in writing, the Studio may display final publicly released deliverables, excerpts, stills, thumbnails, the Creator or brand name, and project title in the Studio portfolio, website, social channels, showreel, case studies, and promotional materials after the public release or agreed embargo.

5.3 File Handling

Project files may be stored using local devices, cloud services, production platforms, email, project-management systems, and third-party creative tools reasonably necessary for the work. Creators should avoid sending passwords, government identification, payment-card data, private medical records, or unrelated confidential information.

5.4 Project Archive

The Studio may retain final deliverables, working files, and project communications for a reasonable business period. Long-term archival storage is not guaranteed. Creators should download and securely retain their own final files.

5.5 Website Contact & Quote Information

Information voluntarily submitted through the website, email, direct message, or an order form may be used to respond to inquiries, prepare quotes, administer projects, send project communications, process payments through third-party providers, and maintain ordinary business records.

5.6 Website Analytics, Cookies & Hosting

Website hosts, form providers, payment processors, social platforms, embedded media providers, analytics services, or other technical vendors may collect information under their own policies. A separate Privacy Policy should be added if the website uses analytics, advertising pixels, mailing-list tracking, account creation, or other data collection that requires additional notice.

5.7 Security

Reasonable administrative and technical care can reduce risk, while internet transmission, cloud storage, and third-party systems carry inherent security limitations. Creators should maintain backup copies and use secure methods for especially sensitive assets.

6. PROMOTIONS, DISCOUNTS & COMMUNITY PARTNERSHIPS

6.1 Promotional Offers

Discounts, launch specials, creator offers, event-vendor offers, friendly-brand collaborations, coupon codes, and other promotions may have separate eligibility rules, booking windows, redemption deadlines, or service limitations stated in the promotional post or flyer.

6.2 Eligibility Verification

The Studio may request reasonable proof of eligibility for a promotional rate, including event-vendor confirmation, qualifying purchase confirmation, creator status, referral information, or other documentation described in the offer.

6.3 Discount Application

Unless a promotion states otherwise, percentage discounts apply to eligible Studio service or package charges and exclude taxes, rush fees, third-party licensing, outside talent, shipping, printing, reimbursable expenses, and other pass-through costs.

6.4 Combining Offers

Promotional offers are applied individually unless the specific promotion expressly permits stacking. The Creator may use the single eligible promotion that produces the best applicable Studio discount when multiple non-stackable offers are available.

6.5 Expiration & Availability

A promotional expiration date controls the booking deadline for that offer. Production may occur after the promotional deadline when the project is properly booked within the stated eligibility window and the Studio has accepted the production schedule.

6.6 Limited-Quantity Promotions

Offers limited to a stated number of clients remain available while qualifying spots remain. A spot is secured under the offer after eligibility is confirmed and any required booking steps are completed.

6.7 Friendly Brands & Independent Businesses

Event organizers, vendors, retailers, subscription boxes, authors, narrators, illustrators, and other friendly brands referenced in Rook & Reel promotions remain separate businesses unless a written announcement expressly states a formal partnership, joint venture, agency, ownership interest, sponsorship, or affiliate relationship.

6.8 Sponsored, Gifted & Affiliate Relationships

When Rook & Reel receives compensation, a free product, affiliate commission, referral fee, or other material benefit connected to a public recommendation or promotional collaboration, the Studio will make any disclosure required by applicable advertising or platform rules.

6.9 Promotional Changes

Future promotions may be added, modified, extended, replaced, or discontinued. A Creator who has already completed all required booking steps under an accepted written offer retains the agreed promotional pricing for that booked project.

7. CONTENT STANDARDS, TECHNICAL LIMITS & THIRD-PARTY SERVICES

7.1 Content Standards

The Studio may decline work involving unlawful material, fraud, knowingly infringing material, deceptive impersonation, non-consensual sexual content, exploitative content, malicious defamation, or other requests outside reasonable Studio production standards.

7.2 Creator Compliance

The Creator remains responsible for factual claims, advertising claims, endorsements, product descriptions, pricing, dates, medical or legal claims, age ratings, content warnings, permissions, sweepstakes terms, contest rules, and other legal or commercial statements associated with the promoted work.

7.3 Text Accuracy

AI and visual-generation tools can produce incorrect text. Titles, author names, dates, prices, URLs, handles, product names, blurbs, and calls to action should be reviewed by the Creator before approval. Final approval confirms acceptance of the displayed factual text.

7.4 Device & Platform Compatibility

Media can render differently across devices, apps, codecs, screen ratios, compression systems, and social platforms. The Studio will deliver the formats stated in the scope and can quote alternate versions when needed.

7.5 Accessibility

Captions, burned-in subtitles, transcript files, alt-text suggestions, high-contrast variations, or other accessibility-oriented deliverables can be included when specified in the project scope. Platform accessibility features remain subject to the platform's own implementation.

7.6 Third-Party Tool Availability

Production may rely on editing software, cloud services, licensed libraries, AI systems, animation programs, model providers, voice tools, music tools, hosting, storage, and other outside technology. Tool outages, model changes, vendor shutdowns, content restrictions, service interruptions, or materially changed terms can affect timing or workflow.

7.7 Force Majeure

Severe weather, natural disaster, widespread service failure, serious illness, government action, labor disruption, infrastructure outage, or other events reasonably outside a party's control may delay production. The affected party should communicate promptly and resume performance as reasonably practicable.

8. LIABILITY, DISPUTES & POLICY UPDATES

8.1 Limitation of Liability

To the maximum extent permitted by applicable law, the Studio's aggregate liability arising from a project is limited to the amount actually paid by the Creator for the project giving rise to the claim. Indirect, incidental, special, consequential, exemplary, and lost-profit damages are excluded where the law permits.

8.2 Client-Material Claims

The Creator is responsible for third-party claims arising from materials or instructions the Creator supplies that infringe intellectual-property, publicity, privacy, contractual, or other rights, subject to the allocation of responsibility stated in the signed Production Agreement.

8.3 Good-Faith Resolution

Before formal litigation, the Studio and Creator should make a good-faith effort to resolve a project dispute through written notice and direct discussion. Emergency relief for confidential information or intellectual-property rights may follow the governing law.

8.4 Governing Law

Governing law, venue, and any jurisdiction-specific terms are established in the signed Production Agreement or other controlling written contract for the project.

8.5 Relationship to Other Documents

The Service Menu describes standard offerings. The Order Form collects project details. The written quote or invoice establishes project pricing and scope. The signed Production Agreement establishes binding project terms. This Disclaimers & Disclosures document supplies general standing information and website-facing notices.

8.6 Policy Updates

Technology, pricing, platform rules, AI practices, legal standards, and Studio services can evolve. The Studio may publish an updated version of this document with a new effective date. A signed Production Agreement continues to govern a previously booked project unless the parties agree in writing to a change.

8.7 Questions

Questions about these disclosures should be directed to Rook & Reel Studios through the contact method listed on the Studio website or current booking materials.

OPTIONAL CLIENT ACKNOWLEDGMENT

This page may be used when a Creator wishes to separately acknowledge the website disclosures in addition to signing the Production Agreement. Project booking still follows the signed Production Agreement and 50% booking-deposit requirements.

Creator / Client Legal Name

Brand / Pen Name / Business Name

Project / Book / Campaign

Date

- ☐ I acknowledge and accept that Rook & Reel Studios may use AI-assisted and generative tools, alongside conventional production software and human creative direction, to produce my project.
- ☐ I confirm that I own, license, or have permission to submit the text, art, logos, photographs, voice samples, music, trademarks, likenesses, and other materials I provide.
- ☐ I understand that I am responsible for platform, retailer, publisher, contest, award, advertising, and distributor rules that apply to my use of the final media, including any required AI disclosure or labeling.
- ☐ I understand that project-specific booking requires a signed Production Agreement and a 50% booking deposit, with the remaining balance due according to the controlling agreement or invoice.
- ☐ I have had the opportunity to read the Rook & Reel Studios Disclaimers & Disclosures and understand that project-specific written agreements control the final scope and legal terms.

Typed Signature / Electronic Signature

Signature Date