

Moonfull® Client Agreement, Standards and Governance Handbook

Version 1.0

This handbook sets out the standards, booking terms, operational principles and participant responsibilities that apply to all educational experiences delivered by Moonfull Ltd.

It applies to individuals, families, organisations, charities, schools and corporate clients. Acceptance of a booking, payment of an invoice or attendance at any educational experience constitutes acceptance of these terms.

About Moonfull

Moonfull Ltd is a UK company incorporated on 25 September 2021 by Sherel Rutherford and Duncan Foster, now legally married and known as Sherel Moonfull and Duncan Moonfull.

We develop, publish and deliver immersive educational experiences inspired by nature, seasonal living, storytelling, ecology, creativity and sustainable practices across England, Scotland and Wales.

Moonfull Charter

Moonfull exists to deepen relationships between people and the natural world through education, curiosity, creativity and environmental stewardship. We aim to provide safe, inclusive and professionally managed educational experiences while respecting wildlife, habitats, communities and the places in which we work.

Off-grid Lifestyle

The founders spend the majority of their time living off-grid. For Moonfull, this means spending most of our time immersed in nature while reducing reliance on conventional infrastructure wherever practical. Moonfull Ltd is a fully compliant UK registered company, maintaining UK residential and business addresses and operating in accordance with all applicable UK legislation. We deliver educational experiences from a variety of locations across the UK.

Educational Philosophy

Our approach encourages observation before harvesting. Many introductory experiences involve little or no harvesting and instead focus on ecology, identification, folklore, biodiversity, seasonal awareness and responsible interaction with nature. Participants should never rely on a single session or document to independently identify or consume wild species.

Intellectual Property

MOONFULL is a registered UK trade mark. All educational resources, publications, course structures, participant materials, photographs, branding, graphics and original content remain

the intellectual property of Moonfull Ltd. Recording, livestreaming, AI transcription, commercial reproduction or creation of derivative educational services without written permission is prohibited.

Booking and Payment

Bookings require written confirmation. Dates are not reserved until confirmation and any required payment have been received. Short-notice bookings may incur an administration and planning fee. Bookings within 28 days generally require full payment; earlier bookings normally require a 50% deposit unless otherwise agreed.

Complimentary, Corporate and Organisational Events

These terms apply equally to paid, complimentary, sponsored, fundraising and promotional events. Organisations providing Moonfull experiences for employees, volunteers or guests remain responsible for appropriate insurance, permissions, licences and venue compliance. Where Moonfull delivers one element of a larger event, overall event management remains the responsibility of the organiser.

Third-Party Providers

Moonfull Ltd cannot accept responsibility for services provided by third-party venues, caterers, transport providers, guest speakers or suppliers. Complaints relating solely to third-party services should be directed to those providers. Unrecoverable third-party costs and cancellation charges remain payable where they cannot be recovered.

Insurance and Risk Management

Moonfull maintains appropriate insurance for the activities it delivers. Written activity-specific risk assessments are prepared and reviewed dynamically throughout each experience. Moonfull may alter, postpone or stop an activity immediately where safety, environmental conditions or participant welfare require it.

Weather and Outdoor Conditions

Participants are responsible for arriving appropriately equipped with waterproof clothing, suitable footwear, warm layers, sun protection, insect repellent, drinking water and any required medication. Moonfull may alter, shorten, relocate, postpone or cancel activities where conditions become unsafe. Third-party costs may still be payable where they cannot be recovered.

Medical, Accessibility, Children and Animals

Relevant medical conditions, allergies, accessibility needs and support requirements must be disclosed before the event. Children remain the responsibility of their parent or legal guardian unless otherwise agreed. Participants requiring care or supervision should attend with an appropriate responsible adult. Dogs and other pets are welcome only where stated, must remain under control and, unless advised otherwise, on a lead. Unsafe behaviour by participants or animals may result in removal without refund.

Wild Food and Alcohol

Consumption of wild food is always at the participant's own discretion. Moonfull educational experiences do not qualify participants to independently identify, harvest or consume wild food. Alcohol-related experiences are educational, optional and restricted to adults aged 18 years or over.

Participant Conduct

Participants must follow reasonable instructions, respect others, wildlife, landowners and property. Unsafe, abusive, discriminatory, intoxicated or environmentally damaging behaviour may result in immediate removal without refund.

Photography, Recording, Artificial Intelligence and Privacy

Moonfull encourages participants to be fully present. Personal photography is generally welcome, but we ask that devices are used respectfully. Audio recording, filming educational delivery, livestreaming, AI transcription or commercial reproduction of Moonfull content is prohibited without written permission. We seek to minimise reliance on AI in our educational delivery, preferring authentic human interaction and engagement with nature. Please do not upload photographs or videos featuring Moonfull facilitators, staff, children or other participants without their consent. Personal data is processed in accordance with UK data protection legislation.

Environmental Commitment

Moonfull was founded with a long-term commitment to donate 50% of future company profits to environmental initiatives. While the company is still growing and has not yet generated distributable profits, we continue to support environmental organisations through education, collaboration, fundraising and community engagement.

Complaints Procedure

Moonfull Ltd is committed to delivering high-quality educational experiences and welcomes constructive feedback. Concerns should, where appropriate, be raised with a Moonfull facilitator during the experience so they may be resolved promptly. Formal complaints must be submitted in writing to info@moonfull.co.uk within 7 working days of issue taking place. Please include your name, the date and location of the event and full details of your concerns. Moonfull will acknowledge your complaint as soon as reasonably practicable and aims to provide a full written response within 28 days of receipt. If additional time is required due to the complexity of the matter, we will advise you of the revised timescale. Feedback may be used to improve our educational experiences, policies and procedures. Nothing in this procedure affects your statutory rights.

Force Majeure

Moonfull is not liable for delay, alteration or cancellation caused by events beyond its reasonable control, including severe weather, flooding, wildfire, transport disruption, disease outbreaks, government action, landowner restrictions or venue closure.

Liability

Nothing in these terms excludes liability where it cannot lawfully be excluded. Outdoor environments contain inherent risks. Participants agree to follow safety instructions and attend at their own risk. Subject to applicable law, Moonfull Ltd's liability shall not exceed the amount paid for the relevant booking.

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