

imogen florence

PHOTOGRAPHY

The Wedding Photography Agreement

Imogen Florence Photography – Wedding Agreement

Date of Agreement: _____

Wedding Date: _____

Client Details:

Name(s): _____

Address: _____

Phone Number: _____

BETWEEN

(1) Imogen Florence Collins, trading as Imogen Florence Photography, an unincorporated sole trader with a principal trading address at Cherry Trees, The Green, Oxford, OX44 7UW (the "Photographer");

(2) Client(s) as above (together, the "Client")

1. Background

1.1 The Photographer provides professional wedding photography services and has the appropriate skill and experience.

1.2 The Client wishes to engage the Photographer to provide the services outlined in this Agreement.

1.3 The Photographer agrees to provide such services in accordance with this Agreement and the attached Terms & Conditions, located at: <https://imogenflorence.com/terms-%26-conditions>

2. Agreement

2.1 This Agreement incorporates the Photographer's Terms & Conditions ("T&Cs"). Any capitalised terms not otherwise defined shall have the meaning given in the T&Cs.

2.2 A binding contract is formed once both parties sign this Agreement.

2.3 The Client confirms they have received the required pre-contractual information under the Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013.

3. Services

3.1 The Photographer agrees to:

Begin services on the agreed date;

Provide photography services on the Wedding Date for the agreed coverage duration;

Perform all services to a professional standard at the agreed venue(s).

3.2 Scope of Services:

Wedding day coverage as discussed via email or written correspondence

A password-protected online gallery containing fully edited, high-resolution images

Delivery of sneak peeks within 24 hours of the wedding

Delivery of the full gallery within 8 weeks via Pic-Time

Any changes to the agreed scope of services must be made in writing.

3.3 Coverage Duration:

Unless otherwise agreed in writing, full-day coverage includes up to 10 consecutive hours from the agreed start time.

3.4 Additional Hours:

Any additional hours will be agreed upon in advance with the Photographer.

4. Price & Payment

4.1 Full pricing and payment structure are set out in Clause 5 of the T&Cs.

4.2 To secure the Wedding Date, a non-refundable booking fee is required upon signing this Agreement. The booking will not be confirmed until both this Agreement is signed and the booking fee has been received.

4.3 The remaining balance is due in full prior to the wedding date (see Clause 5.8 of the T&Cs).

4.4 Any additional agreed-upon expenses are payable upon invoice.

4.5 Photographer Meals:

For coverage exceeding 6 hours, the Client agrees to provide a vendor meal for the Photographer (and any second shooter, if applicable), served during the wedding breakfast or at an appropriate time during the day.

5. Additional Provisions

5.1 Images will be edited for colour, light, and minor corrections. Extensive retouching or manipulation is not included.

5.2 If a second photographer is used (by prior agreement), their images will be edited by Imogen Florence Photography for consistency.

5.3 Images will be edited for colour, light, and minor corrections. Extensive retouching or manipulation is not included. The Photographer retains full creative control over the artistic editing of all images. Photographs may be delivered in colour, black and white, or a combination of both, according to the Photographer's artistic vision and style.

5.4 Preview or proof images may include watermarks. RAW files are not released unless otherwise agreed in writing for an additional fee.

5.5 Repeat edits (e.g., tonal or minor changes) are charged at £5 per image and must be requested within 14 days of gallery delivery.

5.6 The Photographer aims to capture the authentic atmosphere of the day and is not responsible for the emotional tone of the images where it reflects the natural energy or dynamic of the event.

5.6 Associate Photographer: In the unlikely event that the Photographer is unable to attend due to illness or emergency, a qualified and trusted associate photographer will be appointed to cover the day. All images will still be edited by Imogen Florence Photography to maintain quality and consistency.

5.7 Limitation of Liability: In the rare event of technical failure, serious illness, or unforeseen circumstances beyond the Photographer's control that prevent service delivery, liability will be limited to a full refund of all monies paid.

5.8 Guest Conduct: The Client is responsible for ensuring that guests behave appropriately during the event. The Photographer is not liable for missed or compromised photos resulting from interference or inappropriate behaviour by guests.

5.9 Data Protection & Storage: Images and data are securely stored in accordance with GDPR. Edited images are retained for at least 12 months; RAW files may be deleted after that period unless otherwise agreed.

5.10 Creative Licence: The Photographer shall be granted full creative control over image selection, editing, and composition, consistent with her established style and portfolio.

5.11 Force Majeure: Neither party shall be liable for failure to perform obligations under this Agreement due to events beyond reasonable control, including but not limited to fire, flood, pandemic, or government restrictions.

5.12 Second Photographer / Assistant: Where a second photographer or assistant is engaged, all copyright remains with Imogen Florence Photography.

5.13 Acknowledgement of Style: The Client confirms they have reviewed the Photographer's portfolio and understand that final images will reflect the Photographer's artistic style and use of natural light.

6. Waivers

6.1 Waiver of Cooling-Off Period: By signing this Agreement, the Client requests that services begin immediately and agrees to waive the 14-day cooling-off period.

6.2 Model & Marketing Consent (Optional): The Photographer retains copyright to all images. The Client may choose to grant or withhold permission for the use of images featuring themselves or their guests for marketing purposes (e.g., website, portfolio, social media). If granted, consent applies without restriction or compensation. If declined, no images will be shared publicly.

7. Cancellation & Postponement

7.1 Cancellations: All cancellations must be made in writing. The non-refundable booking fee will always be retained.

7.2 Cancellation Charges:

Over 12 weeks before the wedding: Only the booking fee is retained.

6-12 weeks before: 50% of the remaining balance is due.

2-6 weeks before: 75% of the remaining balance is due.

Less than 2 weeks before: The full balance is payable.

7.3 Postponements: If you need to postpone, the Photographer will do her best to transfer your booking to a new date (subject to availability). The original booking fee can be transferred once. If a new date can't be agreed, this will count as a cancellation.

8. Client Consent Checklist

- ☐ I/we have read and accept the Photographer's Terms & Conditions
- ☐ I/we agree to the terms of this Agreement
- ☐ I/we have read and accept the Privacy Policy: <https://imogenflorence.com/privacy-policy>
- ☐ I/we consent to receive marketing emails (can opt out anytime)

Marketing & Image Use (choose one):

- ☐ Grant permission for images to be used in marketing (website, social media, portfolio)
- ☐ Do not grant permission for images to be used in marketing

9. Signatures

Photographer:

Imogen Florence Collins

(Signature) _____ IMOGEN FLORENCE

Date: _____

Client(s):

Name(s): _____

Signature: _____

Date: _____