

CLIENT LEGAL & POLICY PACK

Digital communication and professional content production

For clients, website visitors, event participants, contributors and business partners.

DOCUMENT STATUS	DETAIL
Version	1.0
Effective date	20 October 2026
Last reviewed	20 October 2026
Operator and data controller	OKAPI Prime Marketing
Service area	United Kingdom / London
Website	https://okapiprimemarketing.co.uk
Email	support@okapiprimemarketing.co.uk
Telephone	+44 (0)20 8350 0317

Plain-English purpose. This pack explains how we handle personal information, the rules for using our website, and the principal commercial terms applying to our services. A proposal, quotation, order form or signed service agreement may add project-specific terms. Mandatory legal rights always take priority.

OKAPI Prime Marketing is a trading name. The legal supplier responsible for a project will be identified in the quotation, order form or invoice.

Contents

SECTION	DOCUMENT
1	Privacy Notice
2	Cookie Policy
3	Terms and Conditions
4	Booking and Cancellation Terms
5	Refund Policy
6	Website Terms
7	Production and Usage Rights Summary
8	Contact, complaints and legal references

How the documents work together

- A** The signed proposal, order form or service agreement sets the project scope, deliverables, timetable, price and any project-specific usage rights.
- B** These terms then apply to the extent they do not conflict with that project document. A separately signed data-processing agreement or contributor release takes priority for its subject matter.
- C** If you are a consumer, nothing in this pack removes or restricts rights that cannot lawfully be excluded, including rights under the Consumer Rights Act 2015 and Consumer Contracts Regulations 2013.
- D** Headings and summaries improve navigation but do not replace the full clauses. “Writing” includes email and electronic signature.

Publication control. Policies must match actual practice. When website tools, suppliers, services, retention periods, insurance or business identity change, this pack and the website cookie inventory should be reviewed before continued use.

1. Privacy Notice

This notice explains how OKAPI Prime Marketing collects and uses personal data under the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and related privacy law.

1.1 Who is responsible

OKAPI Prime Marketing (“OKAPI Prime”, “we”, “us”), is the data controller when deciding why and how personal data is used.

Contact us at support@okapiprimemarketing.co.uk or through the website. For a project where we process personal data only on a client’s documented instructions, the client may be the controller and we may act as processor under separate data-processing terms.

1.2 Who this notice covers

It covers clients and prospective clients; website visitors; newsletter subscribers; suppliers and freelancers; people appearing in photographs, video, audio, podcasts or live streams; event attendees and speakers; and anyone who contacts us.

1.3 Personal data we may collect

CATEGORY	EXAMPLES
Identity and contact	Name, role, employer, postal address, telephone, email and social handles.
Enquiry and project	Briefs, objectives, budgets, schedules, approvals, correspondence, feedback and support records.
Commercial and payment	Quotes, contracts, invoices, transaction status and billing details. We do not intentionally retain complete payment-card details.
Production content	Photographs, video, audio, voice, interview responses, likeness, job title, captions and contributor releases.
Events and live streams	Registration details, attendee lists supplied by organisers, speaker details, recordings, chat or questions.
Website and device	IP address, browser, device, approximate location, referral data, page activity, form submissions and cookie choices.
Marketing and preferences	Subscriptions, communication preferences, campaign interactions and suppression records.
Compliance and security	Identity checks where necessary, permissions, licences, incident records, complaints and legal correspondence.

We do not routinely seek special-category data. If accessibility, health, belief, ethnicity or other sensitive information is genuinely needed, we will identify an appropriate legal condition and use only what is necessary. Clients must not send sensitive data unless agreed. Productions involving children require appropriate parent/guardian authority, safeguarding arrangements and a suitable release.

1.4 Where data comes from

We obtain data directly from you; from your employer, client, event organiser or production lead; from forms and cookies; from payment, hosting and communication providers; from photographers, videographers or specialist partners; and from public professional sources where relevant to a legitimate business enquiry.

1.5 Why we use data and our lawful bases

PURPOSE	TYPICAL LAWFUL BASIS
Respond to enquiries, prepare proposals and onboard clients	Steps before a contract; legitimate interests in developing and administering our business.
Plan, produce, deliver and support contracted services	Contract; legitimate interests where the contracting client is an organisation.
Book crew, venues, contributors and specialist partners	Contract; legitimate interests; consent or release where appropriate.

PURPOSE	TYPICAL LAWFUL BASIS
Invoice, account, prevent fraud and maintain tax records	Contract; legal obligation; legitimate interests in financial control.
Capture and use image, voice or contribution	Contract, legitimate interests, consent or another lawful basis depending on context; documented permissions where required.
Publish case studies, testimonials or portfolio work	Written permission, agreed licence, consent or legitimate interests only after considering privacy and confidentiality.
Send electronic marketing	Consent or legitimate interests, subject to PECR; the corporate-subscriber rules and soft opt-in are used only when legally available.
Operate, secure and improve the website	Legitimate interests for security and essential operation; consent for non-essential storage/access technologies.
Handle complaints, claims and legal obligations	Legal obligation; legitimate interests in establishing, exercising or defending legal claims.

Where we rely on legitimate interests, we balance the business purpose against the person's rights and reasonable expectations. You may ask for information about that assessment. Where we rely on consent, consent can be withdrawn without affecting earlier lawful processing.

1.6 Sharing personal data

We may share the minimum necessary information with website, email, cloud-storage, CRM, accounting, payment and file-delivery providers; production crew, editors, photographers and freelancers; studios, venues, couriers, streaming platforms and specialist technical partners; professional advisers and insurers; and regulators, courts or law-enforcement bodies where required. Providers acting for us must be appropriately instructed and protected by contract. Some recipients, such as payment or social platforms, may be independent controllers under their own notices.

We do not sell personal data. We do not permit service providers to use client confidential material for unrelated advertising or to train general-purpose generative-AI systems without authorisation.

1.7 International transfers

Some technology or production providers may process data outside the United Kingdom. Where UK law requires safeguards, we use an adequacy regulation, the UK International Data Transfer Agreement, the UK Addendum to approved clauses, or another lawful mechanism, together with proportionate transfer-risk checks. Details may be requested.

1.8 Retention

RECORD	NORMAL RETENTION APPROACH
Unsuccessful enquiries	Up to 24 months after the last meaningful contact, unless needed for a dispute or the person asks us to retain it.
Contracts, project administration, invoices and complaints	Normally six years after completion or termination, to support accounting and legal claims.
Raw footage and working production files	Normally 90 days after final delivery unless the proposal states otherwise. Earlier deletion may occur for security or capacity reasons.
Final deliverables held for convenience	Normally up to 12 months after delivery. Clients must keep their own secure master copies.
Licences, contributor releases and rights records	For the period the content may be used, plus a reasonable claims period.
Marketing contacts	Until opt-out, inactivity review or loss of lawful basis; a minimal suppression record may be kept to respect an opt-out.
Website security logs and consent records	Usually up to 12 months for logs and up to 24 months for consent evidence, subject to configuration and necessity.

We may keep information longer where law, litigation, insurance or a regulatory hold requires it, and may delete it sooner when no longer necessary. Backup deletion follows normal secure rotation.

1.9 Security

We use proportionate access controls, passwords, multi-factor authentication where available, secure transfer methods, backups and supplier controls. No internet transmission is completely secure. Suspected personal-data incidents are assessed, contained and notified to the ICO and affected people when law requires.

1.10 Your rights

1.10.1 Depending on the circumstances, you may ask for access, correction, erasure, restriction, objection, portability, or withdrawal of consent. You also have rights concerning solely automated decisions with legal or similarly significant effects; we do not ordinarily make such decisions. Requests are free in most cases and usually answered within one month after any proportionate identity check.

1.10.2 You may complain to the Information Commissioner's Office at ico.org.uk, but we invite you to contact us first so we can try to resolve the issue.

1.11 Client-provided data

A client supplying attendee, employee, customer or contributor data must have authority and a lawful basis to do so, provide required privacy information, minimise the data, and communicate restrictions. If we process it as a processor, the parties will agree Article 28-compliant terms covering instructions, security, subprocessors, rights support, deletion/return and audits.

1.12 Changes

We may update this notice to reflect services, suppliers or law. Material changes will be highlighted on the website or communicated where appropriate. The effective date appears on the cover.

2. Cookie Policy

This policy covers cookies and similar storage or access technologies, including pixels, local storage and certain scripts. The live consent banner and preference centre should identify the technologies actually in use, their providers, purposes and expiry periods.

2.1 Categories

CATEGORY	PURPOSE	CONSENT
Strictly necessary	Security, network management, form operation, session continuity and recording cookie choices.	May be used without consent where legally exempt, but we explain them.
Functional	Remember optional preferences or enable enhanced embedded features.	Used only after consent unless strictly necessary for a user-requested function.
Analytics	Understand aggregate traffic and improve pages or journeys.	Consent requested unless a specific legal exemption applies and all its conditions are met.
Advertising / social	Measure campaigns, build audiences, personalise ads or enable social-media tracking.	Used only after valid consent.

2.2 Your choices

2.2.1 Non-essential technologies must not be activated before the required consent. The first layer of the banner should offer “Accept all”, “Reject non-essential” and a clear way to manage choices with equivalent prominence. Consent requires a clear positive action; continued browsing is not consent.

2.2.2 You can revisit the preference centre and withdraw consent as easily as it was given. Browser controls may also block or delete cookies, although parts of the site may then work differently. Withdrawal does not make earlier lawful activity unlawful.

2.3 Third-party content

Video players, maps, booking tools, social feeds, payment widgets or live-chat tools may be supplied by third parties. Where they use non-essential storage or tracking, they should remain blocked until consent. Clicking through to another site is governed by that operator’s policies.

2.4 Retention and audit

Session technologies expire when the browsing session ends; persistent technologies remain for the period shown in the preference centre, unless deleted earlier. Cookie choices should be reviewed at least every 12 months and whenever site tools change. Consent records are retained only as long as needed to demonstrate and honour the choice.

Website implementation. A policy cannot make a site compliant by itself. OKAPI Prime must maintain an accurate cookie scan, prevent non-essential technologies from loading before consent, provide equally easy acceptance and rejection, honour withdrawal, and update the preference-centre inventory.

3. Terms and Conditions

These terms apply when the legal supplier identified in a quotation or order form supplies digital communication, photography, video, podcast, event, live-streaming, editing or related production services under the OKAPI Prime Marketing trading name.

3.1 Contract formation and priority

- 3.1.1** A website listing or discussion is an invitation to enquire, not a binding offer. A quotation is normally open for 30 days unless stated otherwise. A contract begins when the client accepts the quotation or order form in writing and any stated booking payment is received. The order of priority is: signed change order; signed service agreement/order form; accepted proposal; these terms.
- 3.1.2** Each project document should identify the client, legal supplier, services, deliverables, dates, dependencies, price, taxes, payment schedule, revisions, usage rights and special risks. Estimates may change only for approved scope changes, inaccurate assumptions or unavoidable third-party costs explained to the client.

3.2 Standard of service and no outcome guarantee

We will perform services with reasonable care and skill and use suitably competent personnel. Creative, communications and platform outcomes involve judgement and third parties; unless expressly guaranteed in writing, we do not promise sales, leads, audience size, media coverage, search position, uninterrupted platform availability or a particular commercial result.

3.3 Client responsibilities

The client must provide accurate briefs, brand assets, access, approvals, legal claims, safety information, permissions, attendee notices and one authorised decision-maker; ensure venues and systems are suitable; back up delivered files; and respond by agreed deadlines. The client warrants it may lawfully provide materials and instructions. Delay, rework or extra cost caused by missing or inaccurate client inputs may require a revised schedule and change fee.

3.4 Scope, changes and approvals

- 3.4.1** Only listed deliverables and revision rounds are included. A change to concept, script, location, participants, duration, format, platform, usage, deadline or approved work may require a written change order. We may pause unapproved extra work until price and timing are agreed.
- 3.4.2** The client must consolidate feedback. If the client does not respond within five business days after an approval request, we may pause the schedule and move the production date, but silence is not treated as approval of final creative work unless the project document expressly says so and the implication is fair.

3.5 Prices, payment and expenses

- 3.5.1** Prices exclude VAT only if the quotation states VAT is chargeable. Travel, accommodation, permits, venues, talent, music, stock, equipment hire, storage, courier, platform charges and specialist partners are included only where itemised. Approved pass-through costs may be invoiced in advance.
- 3.5.2** Invoices are due within 14 calendar days unless the order states otherwise. A booking payment secures resources and is credited against the price. For business clients, overdue undisputed amounts may attract statutory interest and compensation where the Late Payment of Commercial Debts (Interest) Act 1998 applies. Consumer late charges will not exceed lawful and proportionate recovery costs.
- 3.5.3** We may pause work or withhold unlicensed final deliverables after reasonable written notice while an undisputed invoice remains overdue. The client must notify a genuine invoice dispute promptly and pay the undisputed amount.

3.6 Scheduling, delivery and acceptance

Dates depend on timely client inputs, venue access and third parties. We will notify material delay and take reasonable steps to limit it. Delivery occurs through the agreed transfer method. The client should report objective technical defects within ten business days; hidden defects should be reported promptly after discovery. This review period does not remove statutory rights.

3.7 Crew, subcontractors and partners

We may use employees, freelancers and specialist suppliers while remaining responsible for our contractual obligations, except where the client contracts directly with a named third party. Confidentiality and data-protection controls will be used as appropriate.

3.8 Live streaming and events

3.8.1. Complex streams may involve specialist production partners, venue connectivity testing and separately quoted equipment. The proposal will identify planned platforms, crew, feeds, recording, redundancy and venue assumptions. Internet, power, venue systems, platform changes and audience devices can affect transmission. Unless separately agreed, a stream is not represented as broadcast-grade or failure-proof.

3.8.2. The client is responsible for venue permission, attendee and speaker notices, content moderation decisions, rights in presentations and music, and any required accessibility or safeguarding instructions. We may stop or refuse an unsafe, unlawful, infringing or materially different activity.

3.9 Insurance and operational protection

3.9.1 OKAPI Prime will state in the proposal any public liability, professional indemnity, drone, equipment or production insurance that applies to the booking. No policy or level of cover is represented as active unless confirmed in writing for the relevant project. Clients may request evidence of active cover before booking. Where a venue or project requires additional cover, it may be arranged where available and quoted separately.

3.9.2 Commercial drone work will be offered only where the required operator/flyer credentials, airspace and land permissions, competent pilot, risk assessment and legally required third-party insurance are confirmed. Weather, crowd, airspace or safety constraints may require a ground-based alternative, reschedule or separate quotation.

3.10 Confidentiality and publicity

Each party will protect confidential information using reasonable care and use it only for the contract. This does not cover information already lawfully known, public other than through breach, independently developed, or required to be disclosed by law. We will not publish confidential client work, a testimonial, logo or case study without the permission required by the project agreement.

3.11 Data protection

Each party must comply with applicable data-protection law. The Privacy Notice applies when we act as controller. Where we process personal data on the client's documented instructions, the parties will put legally required processor terms in place before processing starts.

3.12 Intellectual property

Ownership and usage are governed by section 7 and the project document. Unless the project document expressly assigns copyright, we or our licensors retain ownership and grant an agreed licence to final deliverables only after full payment. Client materials remain the client's or its licensors' property.

3.13 Suspension and termination

Either party may terminate for a material breach not remedied within 14 days after written notice, or immediately for insolvency where legally permitted, fraud, serious illegality, safety risk or an irremediable breach. We may suspend for overdue undisputed payment, unsafe conditions or missing essential instructions after reasonable notice. Accrued payment, confidentiality, rights, liability and dispute clauses survive.

3.14 Liability

3.14.1 Nothing excludes or limits liability for death or personal injury caused by negligence, fraud or fraudulent misrepresentation, breach of title, or any liability or consumer remedy that law does not allow to be excluded or limited.

3.14.2 For business clients only, subject to clause 3.14: neither party is liable for indirect or consequential loss; and we are not liable for loss of profit, revenue, anticipated savings, goodwill or opportunity. Our total aggregate liability arising from one project

is limited to the total fees paid or payable for that project. This cap does not apply where a higher liability cannot reasonably or lawfully be limited, and each party must take reasonable steps to mitigate loss.

3.14.3 For consumers, we are responsible for loss that is a foreseeable result of our breach or failure to use reasonable care and skill. We are not responsible for business losses arising from consumer use. Consumer statutory remedies remain unaffected.

3.14.4 We are not responsible for failures caused solely by client materials, undisclosed venue limitations, unauthorised changes, third-party platforms outside our reasonable control, or force majeure, but we remain responsible for our own breach and will take reasonable mitigation steps.

3.15 Force majeure

A party is not liable for delay caused by an event beyond reasonable control if it promptly informs the other party and mitigates.

Payment remains due for work properly completed and non-recoverable committed costs. If material performance remains impossible for 30 days, either party may end the affected work; a consumer retains any mandatory refund rights.

3.16 Complaints and disputes

Complaints should be sent to support@okapiprimemarketing.co.uk with the project reference and desired resolution. We aim to acknowledge within three business days and provide a substantive response within 14 business days, or explain the timetable.

The parties should attempt good-faith resolution before proceedings, without restricting urgent remedies or consumer rights.

3.17 General

Neither party may assign a contract without consent, except we may assign to a successor to the business who accepts the obligations. No third party has rights under the Contracts (Rights of Third Parties) Act 1999 unless expressly stated. Invalid terms are adjusted or severed to the minimum necessary. Delay in enforcing a right is not waiver. English law applies and the courts of England and Wales have jurisdiction, subject to a consumer's mandatory right to use the courts where they live.

4. Booking and Cancellation Terms

Key statement. Cancellation and refund rights depend on the service, production stage and costs already committed. Full terms are provided before booking.

4.1 Confirming a booking

An enquiry or provisional date is not confirmed. A booking is confirmed only when the accepted project document, required booking payment and essential information have been received. We may release an unconfirmed date after the stated option period. A booking payment is applied to the price; it is not automatically forfeited on cancellation.

4.2 Client cancellation or postponement

4.2.1 Cancellation must be given in writing. We will calculate a fair charge from work performed, crew/time reasonably reserved and not replaced, and non-recoverable third-party commitments, less costs saved and income reasonably obtained by redeploying resources. Any indicative scale below is a maximum starting point, not an automatic penalty.

NOTICE BEFORE FIRST PRODUCTION / SERVICE DATE	INDICATIVE MAXIMUM CHARGE
More than 20 business days	Completed work and non-recoverable committed costs; reasonable administration where evidenced.
10–20 business days	Up to 25% of the project fee plus non-recoverable committed costs, limited to genuine net loss.
5–9 business days	Up to 50% of the project fee plus non-recoverable committed costs, limited to genuine net loss.
Fewer than 5 business days or non-attendance	Up to 100% only where the genuine net loss and committed costs justify it after mitigation.

4.2.2 If the client asks to postpone, we will try to transfer the booking once to a mutually available date within 90 days. Supplier price changes, expired permits, fresh crew commitments or repeated postponement may be charged. If no date can reasonably be agreed, the request is treated as cancellation on the date received.

4.3 Cancellation by us

If we cannot perform for a reason within our control, we may offer a suitably qualified replacement, an agreed reschedule, or refund the part paid for services not supplied. We will consult the client where practicable. This does not limit a consumer's statutory remedies or our liability for breach.

4.4 Weather, access, safety and technical conditions

Outdoor, drone and live-event work depends on lawful access, weather, power, connectivity, venue cooperation and safety. If conditions are unsuitable, the parties will prioritise a safe alternative, reduced scope or reschedule. Recoverable supplier credits will be passed on; non-recoverable reasonable costs and completed work remain payable, subject to consumer law.

4.5 Consumer distance and off-premises contracts

4.5.1 A consumer who books online, by telephone or away from our premises will usually have 14 days after the contract is made to cancel without giving a reason, unless a legal exception applies. A model cancellation statement may be emailed to us; any clear cancellation statement is sufficient.

4.5.2 We will not start a service during that period unless the consumer expressly asks us to. If the consumer then cancels before completion, they may be charged a proportionate amount for service supplied up to cancellation. The cancellation right is lost after the service is fully performed only where performance began after the consumer's express request and acknowledgement that the right would be lost on full performance.

4.5.3 These statutory rules override any inconsistent cancellation scale. Bespoke creative work is not assumed to be exempt merely because it is customised; the applicable legal category and facts will be assessed.

4.6 Subscriptions and retainers

A retainer begins for the initial term stated in the order and then renews only as stated. Renewal, price changes and notice periods must be clear before commitment. Unless the order states a shorter period, either party may stop renewal by giving 30 days' written notice after the initial term. Work, booked production capacity and non-recoverable costs up to termination remain payable. Unused capacity does not roll over unless expressly agreed.

5. Refund Policy

Key statement. Cancellation and refund rights depend on the service, production stage and costs already committed. Full terms are provided before booking.

5.1 How refunds are assessed

Refunds are assessed against the contract, work actually delivered, statutory rights, costs that can be recovered, and genuine net loss. A booking payment forms part of the project price. We do not label every deposit “non-refundable”; any retained sum must be legally permitted, transparent and proportionate.

5.2 Consumer service remedies

Services supplied to a consumer must be performed with reasonable care and skill. Where legally applicable, the consumer may require repeat performance within a reasonable time and without significant inconvenience, or an appropriate price reduction where repeat performance is impossible or not provided as required. Nothing in this policy replaces those rights.

5.3 When a refund may be due

- A valid statutory cooling-off cancellation, less any lawful proportionate charge for service expressly requested and supplied.
- Fees for an undelivered part of a service that we cancel and do not replace or reschedule as agreed.
- An agreed price reduction for materially defective or incomplete service that cannot reasonably be put right.
- Recoverable third-party sums returned to us, after any clearly disclosed and lawful administration or completed-work charge.

5.4 When a refund is not normally due

5.4 Subject to mandatory rights, a refund is not normally due for approved creative work, a change of mind after the cancellation period, subjective preference outside the approved brief, delay caused by the client, or third-party costs that were authorised and cannot reasonably be recovered. Where only part is affected, any remedy will normally relate to that part.

5.5 Process and timing

5.5 Send the project reference, issue, evidence and requested resolution to support@okapiprimemarketing.co.uk. We may inspect files or equipment and offer correction first where reasonable. Once a refund is agreed or legally due, we will normally return it to the original payment method within 14 days, subject to banking times and any statutory rule requiring earlier action.

5.6 Chargebacks and disputes

5.6 Contacting us first often produces a faster resolution and allows evidence to be reviewed. This request does not prevent a client using a lawful card-provider remedy. We may provide the provider with the contract, approvals and delivery evidence, using only necessary personal data.

6. Website Terms

These terms govern use of okapiprimemarketing.co.uk and its pages, forms, downloads and portfolio material.

- 6.1** The website provides general information and examples. Content is not a binding quotation, promise of availability, legal advice or guarantee of outcome. Project details become binding only through the contract process in section 3.
- 6.2** We or our licensors own the website, branding, layout, text, graphics, photographs, video and other content unless stated otherwise. You may view and print a reasonable copy for personal or internal business evaluation. You may not scrape, republish, sell, frame, remove rights notices, train a model on protected content, or exploit it commercially without permission or a legal exception.
- 6.3** You must not introduce malicious code, attempt unauthorised access, overload the site, impersonate another person, submit unlawful or infringing material, or use contact details for spam. We may block activity and preserve evidence where reasonably necessary for security or legal claims.
- 6.4** Links and embedded services are provided for convenience. We do not control independent third-party content or availability and do not endorse it merely by linking. Transactions with a third party are governed by its terms.
- 6.5** We aim to keep the site secure and available but may suspend it for maintenance, security or events outside reasonable control. We do not guarantee error-free or uninterrupted access. Nothing limits liability that cannot lawfully be limited. For business users, website-only use is at their own risk and we exclude implied warranties to the extent law permits.
- 6.6** The Privacy Notice and Cookie Policy govern personal data and storage/access technologies. Do not send confidential information through a general form unless the form is designated for that purpose and suitable protection is confirmed.
- 6.7** We may update the website and these terms. Changes apply from publication and do not retrospectively rewrite an existing signed contract. English law governs, subject to mandatory consumer jurisdiction rights.

7. Production and Usage Rights Summary

This summary establishes a clear default. The project document may grant narrower or broader rights and takes priority. No final usage licence takes effect until the relevant invoice is paid in full, except where consumer law requires otherwise.

7.1 Rights matrix

MATERIAL	DEFAULT POSITION
Client materials	Remain owned by the client or its licensors. The client grants us a limited licence to use them only to quote, produce, deliver and support the project.
OKAPI pre-existing materials	Methods, templates, production systems, know-how, style assets and reusable tools remain ours. Final deliverables may include them under the granted usage licence.
Final approved deliverables	Unless the order states otherwise, the client receives a non-exclusive, worldwide, perpetual licence for its own website, organic social media, internal communications and PR after full payment.
Paid media, broadcast and out-of-home	Not included by default. Territory, term, spend, channels, talent and music rights must be priced and agreed.
Raw footage and project/source files	Not included unless expressly listed. Release may require preparation, rights checks, storage media and a separate fee.
Stock, music, fonts, platforms and talent	Subject to third-party licence terms, territory, media, duration and account rules. Those restrictions pass through to the client.
Portfolio, case study and awards use	We will seek the required written client permission and will respect confidentiality, embargoes and contributor/privacy restrictions.

7.2 Client warranties and permissions

7.2 The client confirms that instructions, claims, locations, trademarks, scripts, presentations, data and other supplied materials may lawfully be used as requested. The client must obtain venue, employee, customer, speaker, model, property and event permissions allocated to it in the project document, and must disclose restrictions before production.

7.2A For business clients, the client will reimburse reasonable direct loss, third-party claims and defence costs caused by a proven breach of clause 7.2, to the extent caused by the client and after prompt notice and reasonable control of defence. This does not apply to our unauthorised changes or negligence and does not create an unfair consumer indemnity.

7.3 Releases, privacy and events

7.3 Where individual consent or a release is the appropriate basis, the responsible party must secure a clear record describing intended media, territory and duration. Wide shots of public or business events may sometimes rely on legitimate interests, but prominent interviews, testimonials, children, sensitive settings and promotional advertising require closer assessment and often specific permission. Event notices should explain recording zones and a practical opt-out route where possible.

7.4 Editing, credits and integrity

7.4 The client may resize, caption and make technically necessary adaptations within the licence, but must not distort content in a misleading, unlawful or reputation-damaging way. Creator credits are required only if stated or required by a third-party licence. Moral rights are waived only where expressly agreed and legally effective.

7.5 Raw files and archive

7.5 Raw footage and working files are normally retained for 90 days after final delivery and may then be securely deleted. The client is responsible for backing up final files. A later retrieval, archive extension, media transfer or project-file handover is subject to availability, rights clearance and a separate fee.

7.6 Live streaming

7.6 Complex streams may involve specialist production partners, venue connectivity testing and separately quoted equipment. Rights in music, slides, remote feeds, audience contributions, platform recordings and rebroadcasts must be cleared for the intended use. The client must identify takedown, moderation, embargo and recording requirements before the event.

7.7 Drone and aerial material

7.7 Aerial capture is conditional on lawful operation, active insurance required for commercial flight, airspace and land permissions, weather, safe separation and pilot judgement. No flight is guaranteed. Usage may also be restricted by property, privacy, security or location terms.

7.8 Artificial intelligence and synthetic media

7.8 We will disclose material client-facing use of generative AI in final creative work where it could affect rights, authenticity or approval. We will not knowingly upload confidential client footage, personal data or unreleased assets to a general-purpose AI service for training or unrelated use without authority. Any agreed AI-assisted asset remains subject to platform terms and rights review.

7.9 Accessibility and platform versions

7.9 Captions, transcripts, audio description, translations, aspect ratios and platform cutdowns are included only where listed. Automated captions require human review if accuracy is important. Platforms may recompress, crop, remove or restrict content under their own rules.

7.10 Rights upgrade

7.10 A client needing copyright assignment, exclusivity, reseller rights, source files, international paid media, television, cinema, outdoor advertising, extended talent use or sublicensing should request a rights upgrade before use. Additional fees reflect the scope and third-party clearances.

8. Contact, Complaints and Legal References

8.1 Contact

CONTACT POINT	DETAIL
Operator / controller	OKAPI Prime Marketing
Email	support@okapiprimemarketing.co.uk
Telephone	+44 (0)20 8350 0317
Website	https://okapiprimemarketing.co.uk
Service location	London, United Kingdom

For a privacy request, write “Data protection request” in the subject line. For a service complaint, include the project reference, relevant dates, evidence and requested outcome. We may ask for proportionate identity confirmation before disclosing personal data.

8.2 Important legal and operational note

Pre-publication legal review recommended. This pack is designed as a robust operational draft based on the stated services and current UK guidance. It is not a substitute for advice on a specific contract, tax status, employment arrangement, high-risk production, international campaign or dispute. Before publication, the operator should confirm that the contact details, legal supplier identity, actual cookies, suppliers, retention practices, licences, insurance and booking workflow match this document.

8.3 Principal legislation and official guidance checked

- [UK GDPR right to be informed — Information Commissioner’s Office](#)
- [Cookies and similar technologies — Information Commissioner’s Office](#)
- [Consumer Contracts \(Information, Cancellation and Additional Charges\) Regulations 2013](#)
- [Consumer Rights Act 2015 — services](#)
- [Writing a fair contract for customers — GOV.UK / CMA](#)
- [Cancelling goods or services — GOV.UK / CMA](#)
- [Drone insurance requirements — UK Civil Aviation Authority](#)
- [Copyright, Designs and Patents Act 1988](#)
- [Data Protection Act 2018](#)

Other potentially relevant law includes the Privacy and Electronic Communications Regulations 2003, Unfair Contract Terms Act 1977, E-Commerce Regulations 2002, Late Payment of Commercial Debts (Interest) Act 1998 and Contracts (Rights of Third Parties) Act 1999.

Document control

VERSION	DATE	CHANGE
1.0	20 October 2026	First consolidated client-facing legal and policy pack.

END OF DOCUMENT