



The products and services at the following websites are the property of Zoë Coade also known as Zoë van Kruiningen-Coade herein known as ZC.

[www.getgoodwithhorsescourses.com](http://www.getgoodwithhorsescourses.com)

[www.zoecoade.com](http://www.zoecoade.com)

<https://getgoodwithhorsescourses.thehuddle.nl/>

<https://www.getgoodwithhorsesshop.com/>

## 1. TERMS OF USE

### 1.1. Website & other Social Media Platforms

- This website and all associated materials are owned by ZC.
- The following also applies to any additional names and business links and/or any similar names founded and owned by ZC.  
Current examples are: Get good with horses, Get good with ponies, Get good with horses Academy, Get good with horses Courses, Get good with horses shop, Zoë's Horse Bytes, Zoë Coade – Horse Professional, Author & Poet, Zoë – Next Generation Equestrian Collection.
- ZC owns and maintains this website and several social media platforms - such as Facebook, Instagram, Twitter, YouTube, Tumblr, Vimeo etc. for your personal education and information.
- By using any of the mentioned platforms you signify your consent to these Terms of Conditions.
- Your use of and browsing on our website and other social media is at your risk.
- ZC is not liable for any direct, indirect, incidental, consequential or punitive damages arising out of your access to, or the use of this website.
- Please also read the *Privacy Policy, Disclaimer and Anti-Spam and Compliance*.

### 1.2. Intellectual Property

- All instructional videos and materials, including videos on social media sites and websites, eBooks, audio, photos and images are the Intellectual property of ZC.
- You may download material displayed on the website or membership platform for non-commercial; home personal use only provided you keep intact all copyright, trademark and other proprietary notices.
- You may not however, copy, reproduce, republish, upload, post, transmit or distribute in any way the contents of this website including the eBooks, text, images, audio and video for public or commercial purposes, without written permission from ZC.



- You should assume that everything you see or read on the websites is protected by copyright unless otherwise stated and may only be used according to these Terms of Use.
- ZC does not warrant or represent that your use of materials displayed on this website will not infringe rights of third parties not owned by or affiliated with ZC.
- If you purchase an Account Membership, you will acquire a non-exclusive and non-transferable right of use to view the educational materials for a period laid down in the Agreement.
- ZC has a limited and perpetual right to use your information for the purpose of the Service, reports, benchmarks, statistical and analytical purposes, including future aspects thereof.
- If you send information to ZC voluntarily, such as feedback on an error or a suggestion for improvement, you grant ZC an unlimited, perpetual right to use this information for the Service.

### 1.3. Accuracy of information

- ZC uses reasonable efforts to publish accurate and up-to-date information.
- However, ZC makes no warranties or representations as to the accuracy of the information.
- ZC assumes no liability or responsibility for any errors or omissions in the contents of this website or any other publications.

### 1.4. Privacy

- Please review the *Privacy policy*, which also governs your visit to this website and related media pages, to understand the privacy practices.
- All information provided by customers/clients/students is treated strictly confidential by ZC and her team.

### 1.5. Disclaimer

- Please review the *Disclaimer*.
- Your use of and browsing in this website is at your own risk.

### 1.6. Submission

- You may post reviews, comments, send communications and submit suggestions, ideas, questions, or other information on our platforms, so long as none of these materials are illegal, obscene, threatening, defamatory, invasive of privacy, infringing on intellectual property rights, or otherwise injurious to third parties or objectionable and do not consist of or contain software viruses, political campaigning, commercial solicitation, chain letters, mass mailings, or any form of "spam."



- You may not use a false email address, a fake account, impersonate anyone, or otherwise mislead as to the origin of any content.
- We reserve the right to remove or edit any such content.
- Any communication or material you transmit to our public websites and our social media will be treated as, non-confidential and non-proprietary.
- Anything you transmit or post on our website and other social media platforms may be used by ZC for any purpose, including but not limited to reproduction, disclosure, transmission, publication, broadcasting and posting.
- ZC is free to use any ideas, concepts, know-how, or techniques contained in any communication you send to the website or other social media for any purpose whatsoever, including but not limited to critiquing, developing, publishing, and marketing products using such information.

### **1.7. Trademarks and logos**

- The trademarks, and logos, displayed on the website, are trademarks of ZC.
- Trademarks and logos may not be used without the written permission of ZC.

### **1.8. Revisions**

- ZC reserves the right, in sole discretion, to change, modify, add or delete portions of these Terms & Conditions at any time without notice, and it is your responsibility to review these Terms & Conditions for any changes.

## **2. TRAINING MATERIALS AND LINKS**

### **2.1. Associate or shared links**

- This website may contain links to other websites operated by third parties other than ZC.
- When you click on a link that directs you away from the website, the site to which you are directed may not be controlled by ZC and different terms of use and privacy policies may apply which you should carefully read and evaluate.
- Your linking to any other off-site pages or other sites is at your own risk.
- You acknowledge that we are not responsible for examining or evaluating, and that we do not warrant the offerings of, any such third party or the content of their sites.
- We do not assume any responsibility or liability for the actions, products, or content of any third party or any third party site.
- We reserve the right to disable links from or to third-party sites, although we are under no obligation to do so.

### **2.2. Training materials**

- Lessons created by ZC are created in the form of text and videos demonstrating how she trains horses and other information pertaining to the care and maintenance of horses as personal pets.



- The information provided is for education, information and entertainment purposes only and is designed to help you understand the specific subjects covered.
- It is not an attempt to prepare you to be an expert or professional horse trainer without studying with ZC in person and completing her personalised Academy program.
- How you use the information is entirely up to you. While every effort has been made to accurately represent the information along with the opinions and insights of ZC, any claim made or examples given, although believed to be accurate, should not be relied on in any way in making a decision whether or not to use the information you have learned in the video lessons with your horses.
- Horses are sentient beings that have a highly developed intuition and sixth sense which gives them the ability to perceive a person's emotional state, their attitude, personality and hidden intentions. They are naturally suspicious which can change on a day-to-day basis.
- Horses can easily sense and discern your emotions via pain, fear, anger and hostility toward them or others, and will react to your hidden emotions and motives, interpreting your hidden emotions as something destructive or dangerous to them personally, the team or their offspring.
- Therefore, your results with your own horse, or a horse owned by someone else, may vary based on the horse's perception of your personality or hidden emotional problems and insecurities. The behaviour of a horse is determined by their own temperament, spirit, personality and the condition of their health. Your ability to train your horse will also be determined by your horsemanship experience, expertise, and the level of desire you have to take the necessary time and patience to train your horse correctly without creating pain or fear.
- There are no guarantees concerning the level of success you may experience in training your horse. Your success depends on your background, dedication, desire, motivation and patience, in addition to the ability of your horse to learn new skills and habits.
- There is no assurance that examples presented by ZC while using her horses can be duplicated in the future with your horses. ZC cannot guarantee your future results and/or success.
- There are some unknown risks when dealing with animals, especially if they have never been trained properly therefore ZC is not responsible for your actions or the actions of any horse you attempt to train using the techniques demonstrated in horse training videos ZC.
- ZC does not warrant or guarantee that the information presented will give you the complete knowledge you need to train or manage your horse.
- If you are unsure about using the techniques demonstrated by ZC on your horse, then either simply do not, or reach out via email: [contact](#)
- Your action to visit our website or related platforms, view any article, blog post, video, or horse training lesson and/or purchase or register for any product, including but not limited to, a free membership, a subscription service or a pre-paid membership, confirms and signifies that you agree with all of the above statements, conditions and terms contained herein, including statements made in our Terms and Conditions and Privacy Policy.



- As information on this website is not specifically tailored to the needs of individual horses and riders, persons using it, or acting in reliance upon it, do so at their own risk.
- On some photo's you do not see ZC wearing a safety helmet; the user is responsible for the choices he or she makes according to helmets. We support any protective gear, including helmets that give the rider a safer experience. We encourage each rider to thoroughly evaluate their situation, and research and consider all available protective gear and safety procedures. We recommend children under the age of 18 and beginner riders to wear helmets no matter the circumstances.

### **3. AGREEMENTS & PAYMENTS**

#### **3.1. Start and duration of agreements**

- An agreement (participation in clinics, account memberships etc.) is established at the time of the purchased service is paid for by the customer or when the first term of the purchased service is paid.

#### **3.2. Pricing and price changes**

- ZC uses current prices based on her personal performance and in fair comparison to her competitors.
- The prices are fixed at the start of the purchase agreement.
- Where possible changes in the rate of VAT are always passed on to the customer.
- During discount promotions for certain subsets of existing customers we will inform these particular customers through mail and social media. However, for some items it will be possible to buy at regular prices for new customers at other internet outlets. If the existing customers nevertheless buy using the regular price, without using the communicated discount option, then the customer loses his or her right on the discounted price. This is to prevent costly and timely manual transactions, communication and resetting of automated systems.

#### **3.3. Charge**

- A payment is made by transferring the amount of money for the product / service / membership to a specific bank account of ZC.
- Depending on the service selected the customer will not always automatically receive a receipt of payment.
- A receipt or invoice can always be requested by sending an email to: [contact](#)

#### **3.4. Cancellation policy for the customer**

- *See the specific cancellation policy for each specific service in sections 4 and 5.*



## 4. PURCHASES

### 4.1. Purchased materials (tangible goods)

- For purchases made via the online web shop: <https://www.getgoodwithhorsesshop.com/> please see the stores separate Terms and Conditions, Delivery and Return Policy, Privacy Policy, Imprint and Cookie Settings.

### 4.2. Account Membership (non-tangible goods)

- After you have purchased a membership, an account will be created for you and via email you will receive your personal login details for the Account.
- An Account is strictly personal. Therefore, an Account may not be shared with other persons. If you suspect that someone has gained access to your Account, you must notify ZC without delay.
- You may purchase licenses to certain products through a membership, as specified on the Sites.
- When you make a purchase, you authorize ZC to charge the credit or debit card you provide on a periodically basis, depending on which payment plan you elect.
- When you agree to these Terms, you give us authorization to automatically prolong your membership with periodical instalments, depending on which membership you selected.
- All the prices stated by ZC on the sites are in euros and include VAT and other levies imposed by the government, unless explicitly stated otherwise.
- Digital instructional and educational video materials and written articles (PDF) are made available with the Membership.

### 4.3. Account Membership refunds and cancellation (non-tangible goods)

- Due to the nature of some of the Products and Services of ZC it is not possible to "return" the Products and Services, therefore we do not offer refund or exchange after purchase is made. Only for the tangible goods offer is there a separate "Return policy".
- If you are having any issues with the Products and Services, please [contact us](#) and we will do our best to resolve the problem.
- We have the right to withdraw the due payment from your account when you neglect to keep these terms and we will cancel your membership before the next payment.
- ZC has the right to block an Account, if ZC has discovered any violation of these General Terms and Conditions.
- If you no longer wish to use your Account, you may decide to close it.
- If you want to cancel your membership, you have to notify us by email 7 days before your next payment is due or you can close your account in "My Account".
- When closing an account via email it is important to state clearly which specific Account you wish to close.



- After an Account has been closed, assessments, reviews and other materials that have been used through the Account will remain available. They will not be deleted. However, ZC will delete personal identifiable data on request or if required by law.
- ZC may delete Accounts that have not been logged into for more than 12 months. Before proceeding to do so, ZC will send a notification to the email address connected to the Account.
- The closing and deletion of an Account is an irreversible process. You personally bear the risk of the loss of any data as a result of closing your account.
- After an Account has been closed, it is no longer possible to view any Instructional Material purchased.

## 5. ACADEMY, CLINICS, LESSONS AND WORKSHOPS

### 5.1. Event policy

- Commercial and/or official gatherings like the Academy, workshops, clinics, lessons and events need to be organised under the supervision of ZC or her team to ensure that quality standards are met, and to protect the purity of ZC's training for the benefit of the horses, riders and other participants.
- It's not allowed to organize commercial and/or official gatherings in which approaches similar to ZC's Training are being practiced and taught, while using ZC, trademarks, pictures, drawings and other visual expressions. It requires the presence of ZC or one of her approved, qualified and certified instructors to do so.
- Private and non-commercial gatherings of enthusiastic students sole responsibility is held by those who organize these gatherings.

### 5.2. Rider and auditor requirements

- Riders and auditors will complete a sign-up and registration form with medical history, liability and emergency contact. When completed, this form will be kept strictly confidential and is regarding information for your general safety and/or in the event of an accident. *Once received an invoice will be issued.*
- In the event of a change in information right before the start of the clinic a new a new registration form will be provided.
- Participants understand that the organizers/instructors and location of hire cannot be held liable for any physical and material damage which is a direct or indirect result and/or a consequent of an accident during, before and after the event in question. This exclusion of liability covers/includes damage to the rider's horse, participants/students and their horses, third parties and their horse, objects and/or buildings.
- When student registers for the Academy a Student Handbook is made available where further guidelines and rules are set. This handbook is a live document and students are notified of any changes made.
- When a student wishes to become a Get good with horses Trainee and eventually a Graduate instructor an Instructor Handbook is made available where further guidelines and rules are set. This handbook is a live document and students are



notified of any changes made.

- Trainee and Graduate Instructors are also asked to sign and complete a Liability and Risk Waiver Agreement.
- For a copy of the handbooks or Agreement please send an email to: [contact us](#).

### **5.3. Horse requirements**

- Stallions are allowed but the rider must have a prior agreement with ZC.
- For ridden instruction, the horse must be at least started under the saddle with any foreseeable issues reported to ZC in advance..
- In general if the horse has serious behavioural issues/misunderstandings, please contact ZC prior to the booking.
- You are aware that activities involving horses can be dangerous and unpredictable and that you can be injured or killed. You accept all risks of personal injury, death or property damage (including to or by any horse) to yourself or caused to others.
- You hold third party liability insurance, or accept that you may be held personally responsible for injury or damage to other horses, people or property.

### **5.4. Equipment requirements**

- Riders must wear an approved helmet at all times when mounted. Helmets must be less than 5 years old from the date of manufacture, have not suffered a significant impact, and must have the chinstrap fastened at all times.
- Appropriate riding shoes or boots must be worn at all times when mounted.
- Unless stated otherwise at the time of booking, basic riding equipment and tools are necessary. (Such as halter, lead rope, bridle, saddle, hat and appropriate dress).

### **5.5. Refunds and cancellation policy**

- Upon cancellation via ZC or her team where it is not possible to reschedule, there will be a 100% refund of the total fee.
- Upon cancellation by the named participant/rider up to 7 days prior to the event, the deposit is non-refundable and only 75% of the remaining total minus the deposit will be refunded.
- Notice of cancellation by the named participant/rider less than 3 days prior to the named activity then 0% of the remaining total and deposit will be refunded unless a rider replacement is found where 75% of the remaining total minus the deposit will be refunded.
- Upon cancellation of the facility where a program or clinic was due to be held, ZC shall offer alternative dates and location.



## 6. RULES OF USE (all goods)

- It is prohibited to use the Service and parts of the Service for activities that contravene Dutch or other applicable laws and regulations.

This includes using the Service for the following:

- spreading information that is defamatory, libellous or racist;
- spreading information that infringes copyright or other intellectual property rights of third parties;
- infringing the privacy or private lives of third parties, for instance, by distributing their personal data without permission or necessity.

Furthermore, it is not permitted:

- to share an Account with third parties;
- to download Instructional/Video material or undertake an attempt to do so;
- to communicate or post reviews in any language other than the language used on the Website;
- to post reviews under another name;
- to post false or unfounded negative reviews.

If any violation of the above conditions is discovered;

- ZC may take any necessary measures at its discretion to end the violation and/or to prevent any further violations, without ZC being required to pay you any compensation.
- If, at the discretion of ZC, the operation of its computer systems or network or third-party networks is hindered or at risk, in particular as a result of excessive amounts of information or other data being sent or retrieved, leaked personal data or virus activity, Trojan horses and similar software, ZC is authorised to take any reasonable measures that it deems necessary to avert or prevent such risk.
- ZC can recover any damage or losses arising from violations from the person responsible. That person indemnifies ZC against any and all third-party claims in connection with the information offered or sent by that person.



## 7. PHOTO/VIDEO

- It is not allowed to take pictures or to record with a video camera for spectators or riders without prior permission from ZC.
- Riders are allowed to film their own lessons for private use only. It is not allowed to put therecordings on any internet platforms without discussing with ZC upfront where she may request at least the volume to be muted.
- The rider participant will grant ZC the right and permission to take photographic pictures or videos of a rider and horse and to use their name and to use, edit, exhibit and publish these pictures or videos on the media pages. The rider participant also acknowledges thathe/she has no interest, ownership or copyrights in any pictures or recording producedby ZC.

## 8. FORCE MAJEURE

- ZC cannot be obliged to perform any obligation under the Agreement, if performance or offering of a service is prevented due to force majeure.
- ZC is not liable for any losses or damage due to force majeure.
- Situations of force majeure exist, in addition to the cases provided by law or case law, in the event of power failures, failures in the telecommunications infrastructure, network attacks, traffic gridlock, strikes, fire, floods, and in the event that ZC is not in a position to deliver through her own suppliers, regardless of the reason. If a force majeure situation has lasted for more than ninety (90) days, both parties are entitled to dissolve the Agreement in writing with immediate effect.

## 9. AMENDEMENT OF GENERAL TERMS AND CONDITIONS

- ZC reserves the right to amend or supplement these General Terms and Conditions.
- ZC will notify you of any amendments or additions to the General Terms and Conditions at least thirty (30) days before they enter into force.
- If you do not wish to accept the amendment or addition to the General Terms and Conditions, you may lodge an objection within fourteen (14) days after their announcement, following which ZC will reconsider the amendment or addition.
- If ZC decides to adhere to the amendment or change, you may give written notice to terminate the agreement with effect from the date on which the amended or supplemented General Terms and Conditions enter into force, unless ZC has stated that the original conditions remain unchanged on your part.
- In the event of termination of the Agreement, ZC is not obliged to refund any amounts you have paid.
- Any amendments to the General Terms and Conditions pursuant to laws and regulations and minor amendments may be implemented at any time, without requiring notification. Any such amendments do not give you any right to terminate the Agreement.



## 10. PRIVACY POLICY

Your privacy is critical to us therefore we have built up this Policy with the end goal that you should see how we gather, utilize, impart and reveal and make utilization of individual data.

The following blueprints our privacy policy and the addition to this blueprint can be found under the "Privacy Policy" button on the website: <https://getgoodwithhorsescourses.com/>

- Before or at the time of collecting personal information, we identify the purposes for which information is being collected.
- We will gather and utilization of individual data singularly with the target of satisfying those reasons indicated by us and for other good purposes, unless we get the assent of the individual concerned or as required by law.
- We will just hold individual data the length essential for the satisfaction of those reasons.
- We will gather individual data by legal and reasonable means and where fitting, with the information or assent of the individual concerned.
- Personal information ought to be important to the reasons for which it is to be utilized, and, to the degree essential for those reasons, ought to be exact, finished, and updated.
- We will protect individual data by security shields against misfortune or burglary, and also unapproved access, divulgence, duplicating, use or alteration.
- We will promptly provide customers with access to our policies and procedures for the administration of individual data.
- We are focused on leading our business as per these standards with a specific end goal to guarantee that the privacy of individual data is secure and maintained.

## 11. DISCLAIMERS, LIMITATION OF LIABILITY

- We strive to provide accurate and current information on this website, but we cannot guarantee that the available information is complete or precise. Nor can we accept anyresponsibility for any consequences deriving from the (temporary) unavailability of thiswebsite, although we shall strive to have this website permanently available.
- We explicitly point out to the user that some information is coming from external sources. We explicitly disclaim any liability arising from breach of contract, tort, risk liability or any other legal ground, for any direct, indirect, incidental, consequential, complementary or special damages, as well as for damage arising in any way from or connected with the accessto and use of this website, whether the user was aware of the possibility of such damage to happen or not.
- ZC does not take liability for potential damage that may occur as a consequence of incorrector incomplete information on this website or as a consequence of incorrect translation.
- It is very important that you seek professional assistance when you have no or little experience with ZC.
- This website contains general information in an effort to assist people in regard to owning,keeping and/or training horses.



- You assume all responsibility and risk for your use of the Services. The Services, including any products, are provided “as is” without representations or warranties of any kind, either express or implied, including warranties of title, non-infringement, or implied warranties of merchantability or fitness for a particular purpose.
- While we make good faith efforts to include substantially accurate information in the Services, errors or omissions may occur. If we receive notice of errors or omissions, we will make reasonable efforts to correct them in due course; but we make no representations or warranties regarding the accuracy, completeness, performance, currency, or fitness for a particular purpose of the Services, that the Services will meet your requirements, or as to the results that will be derived from using any of the information included in the Services.
- In no event shall ZC or her affiliates be liable for any indirect, punitive, incidental, special or consequential damages arising out of or in any way connected with your use of, delay in using, or inability to use the services. Our liability for any direct damages shall be limited to the amount of fees you have paid for the products giving rise to such liability. Some states or jurisdictions do not allow the exclusion or limitation of liability for consequential or incidental damages and thus the above limitation may not apply to you. If this limitation of liability or the exclusion of warranty set forth above is held inapplicable or unenforceable for any reason, ZC’s maximum liability for any type of damages shall be limited to the lesser of:
  - (I) a refund of the amount paid for the product at issue
  - (II) or €100.
- You assume all responsibilities and obligations with respect to any decisions, advice, conclusions or recommendations made or given as a result of the use of the Services, including without limitation any decision made or action taken by you in reliance upon products. The Services shall not constitute or be construed as a recommendation, solicitation, offer or opinion by ZC or our affiliates, principals or content providers, for any financial transaction or the purchase of any financial instrument, including but not limited to securities, or any kind of investment. Past performance is no guarantee of future results.
- You assume all responsibility and risk for your use of the Services. There is no guarantee that you will earn any money or achieve any particular results using the techniques and ideas provided in connection with the Services. All information provided in connection with the Services is intended for educational purposes only, for a general audience, and not as specific advice tailored for an individual or business. None of the information provided in connection with the Services shall be construed to constitute medical, psychological, financial or accounting, legal or other professional advice; we urge you to see consult with an appropriate licensed professional if you seek any such advice.



## 12. LAW, JURISDICTION

- These Terms shall be governed by the laws of the Netherlands, without regard to conflict of laws rules. You and We (ZC) agree that any action or dispute between us will be resolved exclusively in the Netherlands.

## 13. CONTACT INFORMATION

- Contact information and customer support is available via: [contact](#)

