

Mould Agency – Booking Agreement & General Terms

At Mould Agency, the wellbeing of our models is our top priority. We expect all clients to treat our talent with care, respect, and professionalism. These terms apply when a client ("Customer") books a Mould Agency model ("Model") and govern all use of content created with the Model ("Customer Content").

1. Booking & Customer Responsibilities

- All bookings must be arranged through Mould Agency. No direct agreements between the Customer and the Model are allowed.
 - The Customer must provide a **safe, respectful, and professional working environment**, including:
 - A private changing area
 - Food, water, and regular breaks
 - Compliance with all health and safety laws and best practices
 - **No nudity, semi-nudity, lingerie, swimwear, or see-through clothing** may be photographed or filmed without Mould Agency's written approval.
 - Customer Content must not portray the Model in an unflattering, offensive, or inappropriate way.
 - **Behind-the-scenes** content requires written approval and may only be recorded when the Model is hair- and makeup-ready.
 - If a shoot will involve **extreme weather**, this must be disclosed at the time of booking.
 - Mould Agency may share personal data of the Model with the Customer, who is then responsible for handling the data under **GDPR**.
 - The Customer must maintain **adequate insurance** covering all liabilities related to the Model or Mould Agency.
 - **Important for new clients:** Mould Agency **does not pay in advance** for any third-party costs such as flights, hotels, trains, transport, or accommodation. These must be handled directly by the Customer.
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2. Working Hours & Fees

- The Model's workday starts upon arrival at set and includes prep time (hair, makeup, wardrobe), excluding a 1-hour lunch break.

Standard Bookings (Adults):

- **Full Day (Studio):** 9 hours incl. 1-hour lunch
- **Full Day (Location):** 10 hours incl. 1-hour lunch
- **Half Day (Studio):** 4 hours (charged as full day after 5th hour)
- **Half Day (Location):** 5 hours (charged as full day after 6th hour)
- **Long-distance location shoots:** Full day charged

Overtime

- If a shoot runs over the standard workday:
 - **Overtime is billed at 200% of the regular hourly rate** (double time)
 - Time is calculated in **30-minute blocks** after the Model has worked more than 9 hours

Example: A shoot that goes 30 minutes over is billed for one 30-minute block at double the hourly rate.

Minors

- Models under 16 must work under the conditions set by **Swedish and/or Danish child labor laws**, depending on location. The Customer is responsible for compliance.

Weather/Down Days

- 50% of the agreed day rate applies. Must be pre-discussed.

Travel Days

- Travel exceeding 5 hours may be charged at 50% of the day rate.

Swimwear & Lingerie

- Must be approved in advance by Mould Agency. An additional fee may apply.

Travel & Expenses

- **Unless otherwise agreed**, the Customer is responsible for all expenses, including travel, accommodation, tickets, and transport for the Model.
- Mould Agency only arranges travel for **returning clients**. If we arrange travel, costs are invoiced **at cost + 10% service fee**.
- Mould Agency is **not liable** for delayed or canceled flights.

Fees & Payment

- All fees are subject to a **20% agency fee**. VAT and agreed expenses are added where applicable.
 - **Invoices are payable within 30 days** from the invoice date.
 - Late payments incur interest under Swedish law and a **SEK 60** administrative fee. If sent to a collection agency, related fees are added.
 - If requested, Mould Agency can invoice a third party, but the Customer remains fully responsible for payment.
 - **Advance payment may be required for new clients**. Proof of payment must be sent by **12:00 noon the day before** the first working or travel day. If not received, Mould Agency reserves the right to cancel the booking.
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3. Usage Rights

- The Customer may use the content only for the purpose agreed upon at the time of booking.
 - Any additional usage requires written approval from Mould Agency.
 - **Exclusivity** must be agreed in writing. Re-use does not include exclusivity unless specifically negotiated.
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4. Model & Agency Rights

- Mould Agency and the Model may use Customer Content for the purpose of promoting the Model or the agency.
 - This includes usage on websites, social media, portfolios, and printed materials.
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5. Cancellations

Customer Cancellations:

- More than 48 hours before first working day: No charge
- 24–48 hours: 50% of day fee
- Less than 24 hours: 100% of day fee

For bookings of 3+ days (including travel):

- 72+ hours before departure: No charge
- 48–72 hours: 50% of day fee
- Less than 48 hours: 100% of day fee

Agency Cancellations:

- If Mould Agency must cancel, we will do our best to provide a suitable replacement.
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6. Force Majeure

Mould Agency is not responsible for cancellations or costs caused by events beyond our control, such as:

- Pandemics
 - Strikes
 - Natural disasters
 - Government actions
 - Terrorism, etc.
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7. Complaints & Disclaimers

- All complaints must be reported on the day of the booking or as soon as the issue arises.
 - Mould Agency works to ensure high professional standards but **cannot be held responsible for the behavior or performance** of individual Models.
 - We are not liable for any costs, losses, or damages resulting from the conduct of the Model.
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8. Breaches & Liability

- If the Customer violates these terms, they are responsible for any resulting claims, damages, or legal costs.
 - Neither Mould Agency nor the Customer is responsible for **indirect or consequential damages**.
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9. Confidentiality

Both parties agree to keep all booking information confidential, unless:

- Required by law or court order
 - Needed to enforce or exercise their right.
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10. Governing Law & Jurisdiction

These terms are governed by the laws of **Sweden and Denmark**.

- Legal disputes will be handled by the **City Court of Stockholm** or the **City Court of Copenhagen**, depending on location.