IRA PROHOROVA PHOTOGRAPHY

Booking *Terms*

VALID FOR SESSIONS
2026–2027

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These terms form the agreement between Ira Prohorova ("the Photographer") and the client ("you"). By paying the deposit or signing below, you confirm that you have read and accept them. They complement the Portrait Collection price guide; where the two differ, these terms apply.

AT A GLANCE

- **30% deposit** pays for consultation & planning and secures your date; the balance is paid before the session begins.
- **Photos within 14 working days** in a private online gallery (The Legacy: photos and film within 21 working days).
- **Credit "Photo: Ira Prohorova"** whenever your images are published.
- **One free change of date** with at least 72 hours' notice (later in case of illness, with a medical certificate); cancellation as set out in 1.3–1.4. You can upgrade to a larger package at any time.
- **Your included B3 prints** – you choose the images within 30 days.
- **Nothing is published** without your consent.

1 Booking & payment

1.1 Your date is reserved once the deposit of **30% of the package price** is received.

1.2 The package price consists of two parts: **30% is the price of the consultation and creative planning service**, and 70% is the price of the session and editing. The deposit is payment for the planning service – intro call, outfit advice, choice of locations, moodboard and, if needed, recommendations of other specialists (for example, hair & makeup). It is part of the package price, not an extra charge.

1.3 The planning service is **provided once I have sent you its result in writing** – a moodboard with references, proposed locations and outfit advice. From that moment the deposit is not refundable, as the service it pays for has been delivered.

1.4 **Your legal right to cancel.** Under Israeli consumer protection law, a booking made remotely may be cancelled within **14 days** of booking (or of receiving these terms, if later) and at least **2 working days** before the service is due – for clients aged 65+, clients with disabilities and new immigrants, within up to **4 months** where the law grants this. If you cancel before your planning has been sent, the deposit is refunded minus a fee of 5% or 100₪, whichever is lower; the session itself may be cancelled on the same terms.

1.5 The balance is paid before the session begins. The Legacy may be paid in three parts: 30% deposit, 40% before the session begins and 30% at the reveal.

1.6 Additional services (extra hours, people, images, prints, rush editing) are paid when ordered or on the session day.

2 Changes & cancellation by you

2.1 You may move your session **once, free of charge, with at least 72 hours' notice**. If you are ill, you may move it free of charge with shorter notice, on presentation of a medical certificate. The deposit then applies to the new date, which must take place within 12 months.

2.2 Further changes, or changes with less than 72 hours' notice for any other reason, require a new deposit.

2.3 If you cancel the session, the deposit is handled as described in 1.3–1.4. Any amount paid beyond the deposit is refunded.

2.4 If you arrive late, the session is shortened by the time of the delay at the full price, and the number of delivered images may be reduced in proportion. If you do not arrive within 30 minutes of the booked start time without notice, the session is considered held and the full package price is due.

2.5 **Upgrading.** You may move to a larger package **at any time**, before or after your session. Before the session, top up your deposit to 30% of the new package. If The Portrait has already taken place, its full price of 2,000₪ is credited toward The Story or The Legacy, and the new session is booked with a deposit on the difference.

3 Changes & cancellation by the Photographer

3.1 If I have to cancel because of illness or an emergency, we reschedule at no extra cost – **your deposit stays valid for 12 months**. If no suitable date can be found within that time, the deposit is refunded.

3.2 **Force majeure** – security situation, alarms, extreme weather, closures of locations or other events beyond our control: the session is rescheduled and the deposit is kept for the new date. The same applies if weather makes outdoor shooting impossible; where possible we first choose an alternative location together.

4 On the day & safety

4.1 Session time starts at the booked hour, even if you arrive late, and includes the time spent moving between locations.

4.2 Within Tel Aviv-Yafo, getting to the first location is my responsibility. Transport between locations, and to and between locations outside Tel Aviv-Yafo, is arranged and paid by you; it is not included in any package. Travel outside Tel Aviv-Yafo is quoted separately, except for The Legacy within Israel.

4.3 You are responsible for permits and permission to shoot at private locations you choose, and for any entrance fees.

4.4 **Safety comes first, and the Photographer alone decides whether a location, a date or a set-up is safe.** Your assurance that everything is safe is not enough. I may change, pause or stop a session or set-up that I consider unsafe – for example during rocket alerts, a terror threat, an epidemic or official warnings, at locations that are not secure, at heights, near water or roads, or in extreme heat.

4.5 If I stop a session because of an outside danger that is not caused by you, the remaining session is rescheduled as in 3.2.

4.6 If a location you chose or insisted on turns out to be unsafe and the session has to be stopped, the session is considered held and is not refunded.

4.7 If I consider a date unsafe and propose to move it, and you do not agree to move it, the session is treated as cancelled by you (see 1.3–1.4 and 2.3).

4.8 Being under the influence of alcohol or drugs during the session is not allowed. In that case the session is ended, considered held and not refunded.

4.9 The session is based on mutual respect. In case of aggressive, offensive or unsafe behaviour, I may end the session; in that case payments are not refunded.

4.10 Please tell me about any health conditions that matter for the session. Children are the responsibility of their parents or guardians throughout; pets must be accompanied by their owner.

4.11 You confirm that every person taking part in the session — and the parents or guardians of any children — agrees to be photographed and filmed. You are responsible for the behaviour of your guests and companions.

4.12 **Group and family sessions:** organising the participants — making sure everyone is present and ready on time — is your responsibility. I cannot be responsible for every participant appearing in every combination, or for anyone refusing to be photographed, in whole or in part.

4.13 If my equipment is damaged by you, your companions, children or pets, you cover the repair or replacement at its market value within 5 days.

4.14 Props and consumables you ask for — such as fresh flowers, fruit, paint or fabrics — are paid by you.

5 Artistic approach, selection & editing

5.1 You book the Photographer for her artistic style, as shown in her portfolio; by booking, you confirm that you have seen the portfolio and agree with this style. A session is a creative process — a game and an experiment that we play together — and its result is an artistic interpretation, not a copy of a reference image.

5.2 **Outfit advice is part of the planning consultation**, in every package. I share what usually works on camera — styles, colours and pieces of clothing. If you wish, you can send me photos of the options you are considering and I will help you choose, or suggest something to buy; occasionally I may bring a piece of my own. The final choice is yours. I am a photographer, not a stylist: personal styling, wardrobe reviews and shopping are not part of the service and can be arranged with a stylist separately.

5.3 The final choice of locations, outfits, hair and makeup is yours. Once agreed, these choices are not grounds for complaint. If outfits, hair and makeup were not agreed with me in advance, or only in part, I am not responsible for the styling of the images. Where you choose the location or time yourself, I am not responsible for its light or aesthetics.

5.4 **The Photographer alone selects the images** to be edited and delivered, in the number stated in your package.

5.5 Editing is natural and in the Photographer's style: light, colour, grain, cropping and minimal, mostly automatic retouching. Clothes, hairstyle, makeup and body shape are not changed in editing; heavy skin smoothing and changes of style are not part of the service.

5.6 **Motion blur, soft focus, grain, flare and black-and-white** may be used as deliberate artistic choices and are not defects. The same applies to slight digital noise, optical or chromatic aberrations and the natural character of light and shadow.

5.7 **Unedited files, RAW files and video footage are not delivered** under any circumstances.

5.8 I cannot be responsible for appearance or for the emotional expression on the day (for example, the absence of smiles); I will do everything to help you feel at ease.

6 Delivery & storage

6.1 Photos are delivered within **14 working days** in a private online gallery, as high-resolution JPEG files of about **2,500 px on the long side** (sRGB), made for screen use. The Living Portrait is delivered with the photos. For The Legacy, photos and the Video Portrait Film are delivered together within **21 working days**. Rush editing: gallery within 5 working days, at 1,000₪ per session hour.

6.2 The online gallery stays available for 60 days; please download and back up your files. **The full-resolution master files remain with the Photographer and are kept for 3 years** — all prints are made from them.

6.3 If you have a concern about the delivered work, please send it in writing within 7 days of delivery. After that time the work is considered accepted.

7 Copyright, licence & credit

7.1 **All images and videos remain the copyright of Ira Prohorova.** You receive a personal licence to use them as described below.

7.2 **Screen use** is included: social media, personal websites, online press, presentations, messaging and digital frames.

7.3 **Prints are made only by the Photographer herself**, on professional fine-art printing equipment, from the original master files. The delivered files are not intended for printing, and prints made elsewhere are not authorised – an image printed without proofing does not reflect the Photographer's work. Your included B3 prints and further prints are printed, proofed and signed by the Photographer.

7.4 **Credit is required by copyright law.** Under the Israeli Copyright Law, 2007, the author has the moral right to be credited. Wherever an image or video is published – online, in print or in the press – it must carry the credit *"Photo: Ira Prohorova"* (for video: *"Video: Ira Prohorova"*), in Russian *"Фото: Ира Прохорова"* or, in Hebrew, *"צלמת: אירה פרוחורובה"* – and, on social media, the tag *@iraprohorova*.

7.5 **No alteration of any kind.** Images and videos may not be changed in any way – no filters, retouching, colour or light changes, cropping, AI tools, collages, text or graphic overlays, and no removal of watermarks or metadata. The only exception is the automatic cropping a platform applies to display an image (for example, a round profile picture).

7.6 **Artists** (musicians, actors, dancers, models) may use their images for their own promotion – album and EP covers, posters, flyers, programmes and casting books, printed or digital – with credit as in 7.4. For such printed promotional materials, a larger file can be provided on request.

7.7 Artists may also use their images in paid promotion of their own work – boosted posts and advertising for their concerts, shows and releases – with credit as in 7.4. Use by brands or companies (advertising of third-party products or services), on merchandise or products for sale, and resale of images require a separate commercial licence.

8 Video & music

8.1 Video portraits are set to music licensed for personal use, including the client's own non-commercial social media pages (for example, an artist's page), but not paid advertising. Social platforms may apply their own music rules; the Photographer cannot be responsible for platform restrictions.

8.2 The music may not be separated from the video, and commercial use of a video requires a separate licence.

8.3 If you provide your own music, artwork, logos or other protected material, you confirm that you hold the rights to use it.

8.4 One round of small changes to your video is included if you request it in writing within 7 days of delivery – for example, removing a moment you would rather not show. The music, editing style and overall concept are the Photographer's artistic choice and are not changed. Further changes are quoted separately.

9 Prints & products

9.1 The images for your included B3 prints are chosen by you **within 30 days of gallery delivery**; the Photographer chooses the paper. If the images are not chosen by then, the Photographer selects them from your gallery and prints them.

9.2 Prints and products ordered at the reveal or within 30 days of gallery delivery receive 15% off; later orders are made at full price. Production times are confirmed when you order.

9.3 Colours may vary slightly between screens and paper; the print, proofed by the Photographer, is the reference.

10 Liability

10.1 Every care is taken with your files: dual memory cards and backups. In the rare case of technical loss or damage of files, the Photographer's liability is limited to a reshoot of the lost part or a refund of the amount paid.

10.2 The Photographer's total liability in connection with the session is limited to the amount you paid.

11 Gift certificates, offers & discounts

11.1 Gift certificates are issued **for a specific package**, not for a sum of money, and are valid for **6 months** from issue, subject to availability. They are transferable. An unused certificate may be cancelled within 14 days of purchase, minus the fee permitted by law; after that it is non-refundable.

11.2 Offers and discounts — upgrade credit, Chapters, referral and print discounts — cannot be combined.

11.3 Additional people: 500₪ per person, maximum 1,000₪ for up to 6 people; larger groups are quoted individually. Pets join free.

12 Privacy & publication

12.1 Your personal details — and anything personal you share with me while we prepare and work together — are kept confidential, used only for your booking and never passed on to third parties.

12.2 Nothing is published by the Photographer before you have seen your images. With your gallery you receive a short consent form (Appendix A) to choose whether — and where — your images may be shown. Until you return it, your images remain private. As a thank-you for full consent, you receive an additional B3 fine art print.

12.3 **Artist Portfolio:** consent to publication is part of this offer — by booking it, you agree that the Photographer may show the images in her portfolio, website (iraprohorova.com), social media, exhibitions and printed promotional materials.

13 General

13.1 These terms are governed by the laws of the State of Israel; the competent courts are those of Tel Aviv-Yafo.

13.2 Agreements and notices made in writing by WhatsApp, Telegram or e-mail are binding for both parties.

13.3 Before going to court, both parties will try to resolve any disagreement by talking; a written concern is answered within 14 days.

13.4 Nothing in these terms limits rights that you have under Israeli consumer protection law.

13.5 These terms are issued in English, Russian and Hebrew with identical content; all versions have equal force.

✓ Confirmation

I have read and accept these booking terms.

CLIENT NAME

PACKAGE & SESSION DATE

SIGNATURE

DATE