

MAPbyLiudmila Coaching Agreement

Issued by Cocoon Factor Ltd, trading as MAPbyLiudmila

Version date: 22 September 2026

This Master Coaching Agreement ("Agreement") is entered into between Cocoon Factor Ltd, trading as MAPbyLiudmila, represented by Liudmila Matei ("the Coach"), and the individual client or participant who signs this Agreement ("the Client").

Its purpose is to establish a clear understanding of the coaching relationship, the responsibilities and boundaries of both parties, and the conditions required to support a safe, respectful and committed coaching process.

1. Agreement Documents and Service Appendix

This Agreement should be read together with the MAPbyLiudmila Master Terms & Conditions and, where applicable, the MAPbyLiudmila Service Appendix relating to the specific service being purchased or received.

Together, where applicable, these documents form the contractual framework between the Client and Cocoon Factor Ltd trading as MAPbyLiudmila:

- MAPbyLiudmila Master Terms & Conditions;
- MAPbyLiudmila Master Coaching Agreement; and
- the relevant MAPbyLiudmila Service Appendix.

By signing this Agreement, the Client confirms that they have received or been given access to, read and understood the MAPbyLiudmila Master Terms & Conditions. The Client understands that the relevant Service Appendix sets out the specific practical and commercial details of the service, including, where relevant, its format, duration, number and frequency of sessions, delivery method, price, payment arrangements, communication arrangements, rescheduling or cancellation conditions and other service-specific requirements.

The Master Terms & Conditions, this Agreement and the relevant Service Appendix may each be signed separately and electronically.

2. Nature and Scope of Coaching

MAP coaching is provided within a professional coaching and experiential framework intended to support personal growth, self-awareness, emotional integration, alignment and exploration of learned patterns, perception and identity.

MAPbyLiudmila coaching is not psychotherapy, counselling, psychiatric treatment, medical treatment or crisis intervention, and is not intended to diagnose, treat or cure any mental or physical health condition.

The coaching relationship does not replace appropriate medical, psychological, psychiatric, safeguarding, legal, financial or other specialist professional advice or treatment where such support is required.

The Client remains responsible for their own decisions, actions, wellbeing and for how they apply any insights arising from the coaching process.

3. Coach Commitments

The Coach commits to providing coaching services with professionalism, integrity, reasonable care and skill, within the scope of the Coach's training and role.

The Coach will seek to provide a respectful, confidential and supportive environment in which the Client can participate openly and voluntarily.

The Coach will communicate honestly about the scope and limitations of the coaching relationship and will not knowingly represent coaching as a substitute for services that fall outside that scope.

If the Coach is temporarily unable to deliver an agreed session because of illness or unforeseen circumstances, the arrangements set out in the Master Terms & Conditions and relevant Service Appendix will apply.

4. Client Responsibilities and Acknowledgements

- I understand that MAP coaching is not psychotherapy, counselling, psychiatric treatment or medical care, and is not intended to diagnose, treat or cure a mental or physical health condition.
- I understand that I remain responsible for my own decisions, actions, wellbeing and implementation of any insights or changes arising from the coaching process.
- I understand that difficult emotions, memories, sensations, perceptions or insights may arise during experiential work and that I may pause, raise a concern or ask a question at any time.
- I agree to communicate openly and honestly throughout the coaching process, including raising concerns, difficulties, changes in circumstances or information that may materially affect my participation or safety.
- I confirm that information I provide in any Client Intake & Preparation Form, onboarding form or other preparation material is true and accurate to the best of my knowledge.
- I understand that meaningful change cannot be guaranteed and that my engagement, choices and application outside sessions may influence what I experience from the process.
- I agree to participate from a safe environment and not while driving, operating machinery or undertaking another activity requiring my full attention.

5. Safety, Scope and Specialist Support

The Coach does not provide emergency, crisis, medical or psychiatric services.

If, during the coaching relationship, the Coach reasonably believes that the Client may be at serious risk of harm, may present a serious risk to another person - including a child - an animal, another living being, or the natural environment or ecosystem, or that the Client's needs fall outside the safe and appropriate scope of coaching, the Coach may pause, decline or discontinue coaching.

In those circumstances, the Coach may recommend or request that the Client seek appropriate support from a suitably qualified specialist or service, which may include a GP, mental-health professional, therapist, psychiatrist, safeguarding service, emergency service or another relevant professional.

Where the Coach reasonably considers specialist support necessary for safe continuation, the Coach may make seeking such support a condition of resuming or continuing coaching.

Where there is an immediate or serious safety concern, the Coach may take reasonable steps permitted or required by law, including contacting an appropriate emergency, safeguarding or other relevant service. Where appropriate and reasonably practicable, the Coach will endeavour to discuss this with the Client beforehand.

If the Client is in immediate danger or experiencing an emergency, they should contact the appropriate emergency or specialist service rather than relying on MAPbyLiudmila coaching or routine communications.

6. Confidentiality and Its Limits

Information shared during private coaching will be treated as confidential and will not ordinarily be disclosed without the Client's consent.

Confidential information may be disclosed without the Client's consent where disclosure is required by law, where another lawful safeguarding obligation applies, or where the Coach reasonably believes there is a serious risk of harm to the Client, another person - including a child - an animal, another living being, or the natural environment or ecosystem.

Where appropriate and reasonably practicable, the Coach will endeavour to discuss any such disclosure with the Client beforehand.

The Client understands that confidentiality in a group setting has additional limits because other Participants are present. Each Participant is expected to respect the privacy and confidentiality of others, but MAPbyLiudmila cannot guarantee the subsequent actions of every Participant.

7. Group Participation

Where this Agreement applies to a group-based MAPbyLiudmila service, the Client understands that they are participating within a shared group environment even though their internal process remains individual.

The Client agrees not to disclose, reproduce, share or distribute another Participant's personal information, disclosures, contributions or experience outside the group without that person's permission.

Where a group experience is recorded, the recording conditions and permitted uses are governed by the MAPbyLiudmila Master Terms & Conditions and the relevant Service Appendix or recording acknowledgement. The Client understands that, if they choose to speak during a recorded group experience, their voice will be captured and the audio may be used in accordance with those documents.

8. Recordings and Personal-Use Materials

Private 1:1 sessions, Signature Inductions, bespoke individual work and other privately commissioned services will not be recorded for future reuse, publication or commercial distribution without the Client's knowledge and appropriate agreement.

Where a recording or audio resource is created or supplied for the Client's personal use, it is licensed solely for that Client's private personal use and may not be copied, reproduced, replicated, published, distributed, shared, uploaded, sold, licensed, adapted, commercially exploited or otherwise made available to any third party without prior written permission from Cocoon Factor Ltd trading as MAPbyLiudmila.

Additional recording provisions for group experiences are contained in the Master Terms & Conditions and the relevant Service Appendix.

9. AI-Assisted Note-Taking and Session Transcripts

MAPbyLiudmila uses AI-assisted transcription and note-taking technology during coaching sessions, including sessions that are not otherwise audio- or video-recorded.

The technology may process the audio of the session in order to generate a written transcript, session notes, summaries, themes, action points or other documentation relating to the session. Depending on what the Client chooses to discuss, this material may contain personal information and may also include sensitive or special category personal data.

AI-assisted transcripts and notes are used to support continuity in the coaching relationship, help the Coach review matters discussed, follow the Client's journey and progression, prepare for subsequent sessions and maintain appropriate records of the work.

AI-generated transcripts, notes or summaries are used as a support tool only. They do not replace the Coach's judgement and are not used to make solely automated decisions about the Client.

The Client understands that AI-assisted transcription and note-taking form part of the way MAPbyLiudmila administers and supports coaching sessions. Further information about how session audio, transcripts, AI-generated notes and other personal information are collected, processed, stored, retained and shared with relevant technology providers is contained in the **MAPbyLiudmila Privacy Policy**.

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10. Communication and Between-Session Boundaries

Communication between sessions will ordinarily take place through email, WhatsApp or another communication channel specified or agreed in the relevant Service Appendix.

MAPbyLiudmila aims to respond to non-urgent communications within 24 to 48 working hours.

Routine between-session communication does not constitute crisis or emergency support. Ongoing coaching support outside scheduled sessions is not included unless expressly stated in the relevant Service Appendix.

11. Scheduling, Payment, Rescheduling and Cancellation

Commercial and scheduling conditions are governed by the MAPbyLiudmila Master Terms & Conditions and the relevant Service Appendix rather than repeated in full in this Agreement.

The Client acknowledges that all MAPbyLiudmila programmes are payable in full in advance unless expressly agreed otherwise in writing, and that bespoke, leadership, organisational or other substantial tailored engagements may be subject to an agreed payment schedule depending on their duration, scope, volume or overall value.

Unless the relevant Service Appendix states otherwise, live MAPbyLiudmila services require at least 48 hours' notice for rescheduling or cancellation. The Client understands that late cancellation, insufficient notice or non-attendance may result in the relevant session, place or scheduled service being treated as delivered and forfeited, subject to the Master Terms & Conditions and applicable law.

The Client understands that MAPbyLiudmila may exercise discretion in a genuine and demonstrable emergency, but that an exception made on one occasion does not create an obligation to make the same or a similar exception in future.

12. Intake, Preparation and Suitability

The Client agrees to complete requested intake, preparation or onboarding information honestly and to the best of their ability.

The Client agrees to inform the Coach of information they reasonably believe may affect their ability to participate safely or appropriately in the coaching process.

MAPbyLiudmila may decide that a particular service is not suitable, or is no longer suitable, where the Client's needs fall outside the scope of the service, where necessary information has not been provided, or where safe and appropriate participation cannot reasonably be maintained.

13. No Guarantee of Outcomes

The Coach agrees to provide coaching services with reasonable care and skill but cannot guarantee any particular personal, emotional, relational, professional, financial, organisational, spiritual or other outcome.

Testimonials, case studies and experiences shared by other Clients describe individual experiences and are not guarantees that another Client will experience the same result.

14. Pausing or Ending the Coaching Relationship

Either party may raise concerns about the coaching relationship and seek to resolve them professionally and in good faith.

The Coach may pause or terminate coaching where continuing would, in the Coach's reasonable judgement, be unsafe, outside the scope of coaching, materially inappropriate, or inconsistent with the respectful conduct required by the Master Terms & Conditions.

Any commercial consequences of cancellation, discontinuation or termination are governed by the Master Terms & Conditions, the applicable Service Appendix and applicable law.

15. Share Your Journey Consent

This Agreement does not itself grant MAPbyLiudmila permission to use the Client's testimonial, case study, photograph, private written communications, personal story, identifiable quotation, video testimonial or other separately identifiable promotional material beyond permissions already applicable to a recorded group experience under the Master Terms & Conditions and relevant Service Appendix.

Where appropriate, the Client may separately be invited to complete the MAPbyLiudmila Share Your Journey Consent Form. Giving that consent is voluntary and is not a condition of receiving coaching services.

16. Data Protection

Cocoon Factor Ltd will collect, store, use and process personal information in accordance with applicable UK data-protection law, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

Further information about personal-data processing is contained in the MAPbyLiudmila Privacy Policy and the Master Terms & Conditions.

17. Agreement and Electronic Signature

By signing below, I confirm that:

- I have read and understood this MAPbyLiudmila Master Coaching Agreement.
- I have received or been given access to, read and understood the MAPbyLiudmila Master Terms & Conditions.
- I understand that the specific practical and commercial terms of the service I am receiving will be set out in the relevant MAPbyLiudmila Service Appendix, where applicable.
- I have had the opportunity to ask questions before entering into this Agreement.
- I confirm that information I have provided in my Client Intake & Preparation Form or other onboarding information is true and accurate to the best of my knowledge.
- I understand that MAPbyLiudmila uses AI-assisted transcription and note-taking during coaching sessions as described in this Agreement and the MAPbyLiudmila Privacy Policy.
- I voluntarily agree to participate in the relevant MAPbyLiudmila coaching service under this Agreement, the Master Terms & Conditions and the applicable Service Appendix.
- I understand that my electronic signature is intended to confirm my agreement to this document.

This Agreement becomes effective on the date of the last signature below.

CLIENT

Client First Name: _____

Client Surname: _____

Electronic Signature: _____

Date: _____



FOR COCOON FACTOR LTD TRADING AS MAPbyLiudmila

Liudmila Matei

Electronic Signature: _____

Date: _____