

Booking & Cancellation Policy

Effective January 2026 | v1.1

Our Approach

Profiles & Light works with schools on a relationship basis. Wherever possible, we reserve photo dates through a simple Letter of Intent — no deposit, no formal contract. This reflects our standard practice with schools we partner with, and it's how the large majority of our bookings work.

We expect that a reserved date, once confirmed, will be honored. Accounts that cancel without adequate notice, or do not respond to confirm a reserved date, move to our deposit-based terms for future bookings. This policy covers commitments in both directions — what we ask of your school, and what you can expect from us.

Part 1 — Your Commitment to Us

Reservation Deposit

Where a deposit is required to hold a photo date, the amount is \$500, applied toward the total invoice for services rendered. The deposit reserves your date on our production calendar and is refundable according to the notice-based schedule below.

Refund Schedule

Refunds are calculated based on how much notice is given prior to the scheduled photo date, rounded to the nearest \$25:

Notice Given	Deposit Refund
90–81 days before shoot date	100% (\$500)
80–71 days before shoot date	85% (\$425)
70–61 days before shoot date	65% (\$325)
60–51 days before shoot date	50% (\$250)
50–41 days before shoot date	35% (\$175)
40–31 days before shoot date	15% (\$75)
30 days or fewer before shoot date	0%

If the Date Changes

If a photo date is rescheduled for any reason, the day-count schedule above is recalculated from the new date, not the original booking date.

Why 30 Days

Thirty days before a scheduled photo date, our production process is already underway — advertising materials, staff and family communications, roster processing, composite templates, and on-site logistics are all in motion. Cancellations inside this window, or a lack of communication from the school by this point, are treated as non-refundable, as by this stage the reserved date can no longer reasonably be offered to another school.

Rebooking

Schools are always welcome to book with Profiles & Light in future seasons. Whether a future booking is handled through our standard no-deposit Letter of Intent, or requires a reservation deposit, is determined based on each account's booking history.

Part 2 — Our Commitment to You

If We Need to Reschedule

If Profiles & Light must reschedule a confirmed photo date due to circumstances beyond our control — illness, severe weather, or equipment failure, for example — we will work with your school to select the next available date at no additional cost, and no refund penalty applies.

If We Cannot Complete a Booking

If Profiles & Light is unable to complete a confirmed booking and no rescheduled date can be arranged that works for your school, any deposit paid will be refunded in full.

Questions

If anything in this policy is unclear, or your school's situation doesn't fit neatly into the terms above, reach out — we're happy to talk it through.