PROFESSIONAL COACHING MADE ACCESSIBLE

HATCH INCUBATOR LTD

Terms and Conditions | Hatch Sponsors

Effective date: 19 October 2026
Review date: 7 September 2027

1. About Hatch

Hatch Incubator Ltd ("Hatch", "we", "us") is a UK registered coaching incubator operating internationally. We connect professionally trained coaches with individuals and organisations seeking accessible, professional coaching.

These Terms govern the opening and use of a Sponsor Account and the purchase, allocation and administration of coaching through Hatch. They form a contract between Hatch and the Sponsor.

For these Terms:

Sponsor means an organisation or other person that purchases or arranges coaching for a Coachee. Where a Coachee purchases their own coaching, they are also the Sponsor.

Engagement Coordinator means a person the Sponsor names as Hatch's main contact for the reporting and administration of its Engagements. Where no Engagement Coordinator is named, the Sponsor is the main contact.

Coachee means an individual aged 18 or over who receives coaching through Hatch.

Approved Hatch Coach (or Coach) means an independent coach whose application to join the Hatch coach network has been approved by Hatch.

Sponsor Account means the account through which a Sponsor purchases, holds and allocates Hatch credits.

Credits means the units used to purchase coaching through Hatch. One credit has a purchase value of £10.

Engagement means coaching arranged through Hatch between a Coachee and an Approved Hatch Coach.

Order means a purchase or instruction accepted by Hatch, including an online purchase, invoice payment, purchase order, accepted proposal or other written instruction to provide coaching.

A contract under these Terms begins when Hatch accepts an Order, confirms a Sponsor Account or begins providing services at the Sponsor's instruction, whichever occurs first. Where Hatch and the Sponsor agree specific written terms for an Order, those terms vary these Terms only to the extent that the variation is expressly stated.

2. What Hatch provides and who is responsible for what

Hatch is the Sponsor's contracting counterparty for Hatch coaching services. Hatch provides the operational framework through which coaching is arranged and administered.

- Hatch approves participation in the coach network, presents coach information, administers Sponsor Accounts and credits, supports matching and transitions, keeps administrative session records and pays coaches for payable Hatch sessions.
- Coaching is delivered by independent Approved Hatch Coaches. Coaches are responsible for the professional delivery of their own coaching, including working within their competence, professional standards, ethical obligations, confidentiality and insurance arrangements.
- Hatch does not direct the content of individual coaching sessions and does not guarantee any particular coaching, performance, commercial or personal outcome.
- The Sponsor remains responsible for its own employment, management, HR, organisational, health and safety, duty of care and other decisions and obligations. Coaching does not transfer those responsibilities to Hatch or to a Coach.

Nothing in these Terms creates a relationship of employment, worker, partnership, joint venture or agency between the Sponsor and an Approved Hatch Coach.

Coaching is a professional developmental service. It is not therapy, counselling, medical treatment, legal advice, financial advice, consultancy or an HR service unless a separate service has been expressly agreed in writing.

3. Sponsor Accounts and Coachee nominations

Hatch coaching is available to adults aged 18 or over. A Sponsor may purchase coaching for itself or nominate one or more eligible Coachees.

Credits held in a Sponsor Account may be assigned or reassigned between eligible Coachees within that Sponsor Account, including to the Sponsor, at any time before the relevant credits expire. Reallocation does not reverse credits already deducted for delivered sessions, chargeable late cancellations or no-shows, or sessions otherwise contractually committed.

A Sponsor's nomination does not require a Coachee to participate. Coaching is voluntary and each Coachee retains agency over whether to take part, which coach to work with, what to discuss and whether to request a change of coach.

The Sponsor is responsible for ensuring that it is authorised to provide Hatch with the personal information of nominated Coachees and has an appropriate lawful basis for doing so. Hatch will provide the Coachee with the information and agreements relevant to their participation.

Hatch may decline, pause or redirect a proposed Engagement where the requested work falls outside the scope of professional coaching, where there is no suitable coach availability, or where Hatch reasonably considers this necessary for legal, professional conduct, safeguarding or serious safety reasons.

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4. Purchasing and using Hatch credits

Coaching through Hatch is purchased in credits. One credit has a purchase value of £10. There is no minimum credit purchase unless a specific Order states otherwise.

Payment is due in full by the date and on the terms shown on the invoice. Credits are issued once payment has cleared, and coaching cannot begin until payment has been received in full. Each top-up is treated as a separate issue of credits.

For each complete block of 100 credits purchased in a single Order, Hatch adds 5 additional credits to the Sponsor Account. Additional credits have the same expiry date as the purchased credits with which they are issued, have no cash value and are not refundable.

Credits are valid for 12 months from the date of purchase. Top-ups do not extend the expiry date of earlier credits. Where a Sponsor holds credits with different expiry dates, Hatch will ordinarily apply the credits that expire first.

Credits may be used in whole or fractional amounts. Where a payable session is shorter or longer than one hour, credits are deducted proportionately at the applicable hourly rate.

Unused credits remain in the Sponsor Account until used or expired and may be reallocated within that Account. Credits cannot be transferred for use outside Hatch, redeemed for cash, sold or transferred to another Sponsor without Hatch's written agreement.

Purchased credits are non-refundable once issued except where a refund is required by law or Hatch agrees otherwise in writing. If Hatch permanently becomes unable to provide eligible Hatch coaching for reasons not attributable to the Sponsor or a Coachee, Hatch will offer an appropriate credit, alternative arrangement or refund of affected unexpired purchased credits. Additional credits have no refundable value.

Expired credits lapse and are removed from the Sponsor Account. The expiry of credits does not affect payment or credit deductions already due for services supplied or sessions contractually committed before expiry.

Hatch's base credit value and Sponsor rates are stated in GBP. Where Hatch agrees to invoice in another currency, the amount and currency shown on the invoice govern that Order. Any applicable taxes or statutory charges will be shown on the invoice.

5. Sponsor rates and coaching tiers

Route / tier	Credits per hour	Sponsor rate	How it works
Hatch Assigned	5	£50	Hatch selects an Approved Hatch Coach. Available for up to three sessions per Coachee.
Fellow Coach	7	£70	Professionally trained coach working towards a first credential or accreditation, or holding Foundation-level accreditation.

Route / tier	Credits per hour	Sponsor rate	How it works
Associate Coach	9	£90	Practitioner-level credential or accreditation with 100-499 eligible coaching experience hours.
Lead Coach	13	£130	Senior credential or accreditation with 500+ eligible coaching experience hours.

Rates are per hour and are applied proportionately to the booked duration of a payable session.

Credits represent purchasing value rather than a fixed number of coaching hours. The number of credits required for a session depends on the route or coaching tier used for that Engagement.

Hatch may update Sponsor rates on at least 30 days' written notice. An Engagement already underway continues at the rate applicable when that Engagement began unless Hatch and the Sponsor agree otherwise. New Engagements beginning after a rate change use the rate then in force.

Hatch Assigned sits outside the tier progression. It is available for up to three sessions per Coachee. If the Coachee and Coach wish to continue together after that point through Hatch, the Coach's usual Hatch tier rate applies.

6. Coach choice, rapport sessions and goals

For Fellow, Associate and Lead coaching, the Coachee chooses their Coach from Approved Hatch Coaches who are available for new Engagements. The Sponsor may tell Hatch about organisational objectives, practical requirements or relevant context, but the final choice of Coach sits with the Coachee.

The Sponsor may share goals it hopes coaching will support. Before coaching starts, Hatch includes any such goals in the engagement confirmation it sends to the Coachee and the Coach. Hatch does not give the Coach the Sponsor's details.

Complimentary 20-minute rapport sessions may be used in accordance with Hatch's current coach-selection process. Rapport sessions are not deducted from the Sponsor's credit balance. Rapport sessions are not included with Hatch Assigned.

A Coachee may request a change of Coach at any point and does not need to give a reason. A request to change Coach is not, by itself, treated as evidence of poor performance. Hatch manages the administrative transition.

Coach availability cannot be guaranteed. Where a selected Coach is unavailable, leaves the Hatch coach network or is otherwise unable to continue, Hatch will provide appropriate alternatives and any unused credits remain available subject to their original expiry dates.

7. Coaching Participation Agreement and session arrangements

Before coaching begins, each Coachee must accept the applicable Hatch Coaching Participation Agreement. That agreement sets the individual participation framework, including confidentiality, session conduct, cancellation arrangements and professional expectations.

Within that framework, the Coach and Coachee agree how they will work together, including practical scheduling and the focus of coaching. Organisational objectives may inform the Engagement, but the content of individual coaching conversations remains confidential as set out in Section 9.

A session is chargeable when it is delivered as an agreed Hatch coaching session or is otherwise chargeable under the cancellation provisions below. Hatch records only the administrative information needed to manage the Engagement, credits, payments and professional coaching-hour records.

Where there are insufficient credits for a requested session, the Sponsor must top up, and pay for the top-up in full, before the session can be confirmed or delivered.

8. Cancellations and non-attendance

At least 24 hours' notice is required to cancel or reschedule a booked coaching session, whether the change is requested by the Coach or the Coachee.

- Where the Coachee cancels with less than 24 hours' notice, Hatch may deduct one hour at the applicable Sponsor rate, depending on the circumstances.
- Where the Coachee does not attend without notice, one hour is deducted at the applicable Sponsor rate.
- A late cancellation or no-show is not recorded as delivered coaching and does not count as a delivered coaching hour.
- Where the Coach cancels at short notice or does not attend, no credits are deducted and the Coachee may reschedule.
- Where an unforeseen emergency affects the Coachee or the Coach, Hatch decides how the session is treated and may waive the deduction.
- Where a session fails because of connectivity, it is rebooked. It counts as delivered only if coaching materially took place.

Hatch's decision on cancellations is final.

9. Confidentiality, Sponsor reporting and data

Coaching content is confidential between the Coach and the Coachee. Hatch does not routinely receive coaching notes or the content of coaching conversations, and the Sponsor is not entitled to receive that content.

Towards the end of each month, Hatch sends the Sponsor (or the Engagement Coordinator) and each Coachee a report of the coaching time used and remaining. Any query about the report must be raised with Hatch within 14 days of the report being sent. Records cannot be corrected after that point.

Hatch may also provide the Sponsor with other administrative information reasonably required to manage the Sponsor Account and purchased coaching, such as the identity of nominated Coachees, Coach, tier or rate, session status, duration, credits deducted and remaining credit balance. Hatch will not report coaching content, opinions, themes or progress to the Sponsor unless the Coachee has expressly agreed to the disclosure or disclosure is otherwise required or permitted by law, safeguarding obligations or serious safety considerations.

A Coachee may choose to share information from coaching with the Sponsor themselves. That is the Coachee's decision.

Hatch processes Sponsor and Coachee information in accordance with UK GDPR, applicable data protection law and the Hatch Privacy Policy. The current Privacy and Safeguarding Policies are available at hatchincubator.co.uk/legal/.

Where a safeguarding or serious safety concern arises, confidentiality may be limited to the extent reasonably necessary to respond in accordance with the Hatch Safeguarding Policy and applicable law.

10. Professional supervision

Approved Hatch Coaches may participate in professional coaching supervision in accordance with Hatch's coach network arrangements. Supervision is a professional reflective practice for coaches; it is not Sponsor reporting. Hatch does not receive or retain the content of supervision discussions, and Sponsor or Coachee information should be handled in accordance with professional confidentiality and data protection requirements.

11. Reallocation, changes and continuity

A Sponsor may reallocate unused credits between eligible Coachees within the same Sponsor Account, subject to the original credit expiry dates and any sessions already booked, delivered or chargeable. Hatch will tell any Coachee whose allocation changes.

A Sponsor may end or pause a particular Engagement without closing the Sponsor Account. Unused credits remain available until their expiry date. Pausing or ending an Engagement does not extend credit validity.

Where an Engagement needs to transition because a Coach leaves, is suspended, becomes unavailable or the Coachee requests a change, Hatch coordinates the administrative transition. The Coachee may choose another available Approved Hatch Coach and unused credits remain within the Sponsor Account.

Hatch will share only the information reasonably necessary to manage a transition. Coaching content is not transferred to another Coach unless the Coachee has agreed to this and the disclosure is appropriate.

12. Continuing with a Coach outside Hatch

Hatch does not prevent a Coach and Coachee from agreeing to work together independently after a Hatch Engagement. Before an independent arrangement begins, Hatch must be notified so that the Hatch Engagement, records and any remaining credits can be administered correctly.

Where a Sponsor wishes to engage a Hatch-introduced Coach directly outside Hatch, the Sponsor must contact Hatch before the independent arrangement begins so that the Hatch Engagement can

be closed and any applicable introduction or transfer arrangements can be agreed and recorded in writing.

Any subsequent independent arrangement is outside Hatch. It is not administered, funded or represented as Hatch coaching. Unused Hatch credits remain in the Sponsor Account and do not transfer to the Coach.

13. Sponsor responsibilities

The Sponsor agrees to:

- Provide accurate Sponsor, billing and Coachee information and keep authorised contact details current.
- Ensure that the person instructing Hatch has authority to act for the Sponsor and approve purchases or allocations.
- Use Hatch coaching only for eligible adult Coachees and lawful purposes.
- Respect the Coachee's choice, confidentiality and professional boundaries and not require Hatch or a Coach to disclose confidential coaching content.
- Direct all questions, requests and changes about an Engagement to Hatch, and not contact the Coach directly about the Engagement. This protects the Coachee's confidentiality.
- Pay invoices and top-ups in full by the date and on the terms shown on the invoice, and bear any charges imposed by the Sponsor's own bank or payment provider.
- Tell Hatch promptly about any material change that affects an Engagement, including a known safeguarding or serious safety concern where that information is relevant to the delivery or administration of coaching.

14. Suspending or ending services

The Sponsor may stop purchasing or arranging further coaching at any time. Unless a refund is required by law or agreed by Hatch in writing, stopping use of the service does not create a right to a refund and any unused credits remain available until their original expiry date.

Hatch may suspend a Sponsor Account, pause an Engagement or decline further services where reasonably necessary because of non-payment, unlawful use, serious or abusive conduct, a material breach of these Terms, professional conduct concerns, confidentiality concerns, safeguarding or serious safety issues, or circumstances that make lawful or appropriate delivery impracticable.

Where reasonably practicable, Hatch will raise concerns with the Sponsor before ending services. Hatch may act immediately where necessary to protect a Coachee, Coach, Hatch or another person, or to comply with law or professional obligations.

Ending an Engagement or Sponsor Account does not affect charges or credit deductions already accrued. Where Hatch ends the service for reasons not attributable to the Sponsor or a Coachee and cannot provide a reasonable alternative, Section 4 applies to affected unexpired purchased credits.

15. Liability

Hatch remains responsible for performing its own obligations under these Terms with reasonable care and skill. Approved Hatch Coaches remain responsible for the professional delivery of their own coaching.

Hatch does not accept responsibility for decisions, actions or outcomes arising from coaching conversations except to the extent that loss is caused by Hatch's own breach of contract, negligence or another liability that cannot lawfully be excluded.

Where the Sponsor is acting in the course of a business, profession or organisation, and to the extent permitted by law, Hatch's total aggregate liability arising out of or in connection with these Terms shall not exceed the total amount paid by that Sponsor to Hatch for credits during the 12 months immediately preceding the event giving rise to the claim. Hatch shall not be liable to a business Sponsor for indirect or consequential loss, or for loss of profit, revenue, business, opportunity or goodwill, except where such exclusion is not permitted by law.

Nothing in these Terms limits or excludes liability for death or personal injury caused by negligence, fraud or fraudulent misrepresentation, or any other liability that cannot lawfully be limited or excluded.

16. Consumer Sponsors

If a Sponsor is an individual acting wholly or mainly outside their trade, business, craft or profession, they may have statutory consumer rights in addition to these Terms. Nothing in these Terms removes or restricts any mandatory consumer right.

Where a statutory cancellation or cooling-off right applies, Hatch will comply with it. If the Sponsor expressly asks Hatch to begin providing services during an applicable cancellation period, the Sponsor may be required to pay for services supplied or credits used before cancellation to the extent permitted by law.

17. Events outside reasonable control

Neither party is responsible for delay or failure caused by events beyond its reasonable control, provided that the affected party takes reasonable steps to reduce the impact. Where such an event materially prevents Hatch from providing an agreed Engagement, Hatch will work with the Sponsor and Coachee to reschedule, transition or otherwise deal fairly with affected services and credits.

18. Changes to these Terms and Sponsor rates

Hatch may update these Terms on at least 30 days' written notice where a change materially affects an active Sponsor Account or Engagement. Changes apply from the effective date stated in the notice and do not retrospectively alter rights, charges or credit deductions already accrued.

Already-issued credits retain their purchase value and original 12-month expiry date. Rate changes are dealt with in Section 5. Hatch may make changes sooner where reasonably necessary to comply with law, regulation, safeguarding requirements or an urgent security or operational issue, provided that Hatch gives as much notice as reasonably practicable.

19. Notices and communications

Notices to Hatch under these Terms should be sent to hi@hatchincubator.co.uk. Hatch will send notices to the Sponsor contact, Engagement Coordinator or billing contact held on the Sponsor Account. The Sponsor is responsible for keeping those details current.

20. Related documents and order of precedence

These Terms operate alongside the following documents, as applicable:

- The Coaching Participation Agreement accepted by each Coachee before coaching begins.
- The Hatch Privacy Policy and Safeguarding Policy, available at www.hatchincubator.co.uk/legal/.
- The Hatch Transition and Continuation Policy, where a coaching relationship changes or ends.
- Any accepted proposal, Order Form or other written Order agreed between Hatch and the Sponsor.
- Hatch invoices, which set out the amount, currency, due date and payment terms for each Order.

An accepted proposal or Order Form prevails over these Terms only where it expressly identifies a different agreed term. These Sponsor Terms govern the commercial relationship with the Sponsor; the Coaching Participation Agreement governs individual participation and session conduct; and the Privacy and Safeguarding Policies govern those subject matters. Marketing and website material is descriptive unless expressly incorporated into an Order.

21. Governing law

These Terms are governed by the laws of England and Wales. Where the Sponsor is acting in the course of a business, profession or organisation, disputes are subject to the exclusive jurisdiction of the courts of England and Wales. Consumer Sponsors retain any mandatory rights they have to bring proceedings in another jurisdiction.