

Engagement and Refund Policy

The Rebel Reading Society

January 2026

AUTHOR PROMOTION REFUND POLICY & TERMS AND CONDITIONS

Effective date: January 2026

1. Our Commitment

The Rebel Reading Society (RRS) is committed to providing authors, illustrators and publishers with a professional, supportive and worthwhile promotional service.

Our mission is to champion children's books, connect authors with schools, parents, teachers and young readers, and ultimately help more children discover a love of reading.

When an author or publisher purchases a promotional package from RRS, they are paying for the agreed promotional services, activities, resources, expertise, time and opportunities outlined in their individual proposal or package agreement.

RRS is committed to delivering these services with reasonable care, skill and professionalism.

2. What Authors Are Paying For

Depending on the package purchased, RRS promotional services may include:

- Promotion across RRS social media platforms, including Instagram.
- Social media posts, stories, reels and other agreed promotional content.
- Opportunities to introduce books to our established community of parents, teachers, schools and young readers.
- Direct communication and connections with schools and educational settings.
- Opportunities to participate in school campaigns, author events or online activities, where included in the agreed package.
- Book features, recommendations and promotional content.
- Promotional planning, coordination and administration.
- Advice, guidance and support throughout the promotional campaign.
- Opportunities to increase awareness of an author's work and connect their books with potential readers.
- School liaison and the promotion of potential author visits and educational opportunities.

The precise services included will be determined by the individual package agreed with the author.

3. No Guarantee of Commercial Results

RRS will always work to promote an author's books positively, professionally and to the best of its ability.

However, authors acknowledge that promotional activity does not guarantee specific commercial or audience outcomes.

RRS cannot guarantee:

- A particular number of book sales.
- A minimum number of views, likes, comments, shares or engagements.
- A specific increase in social media followers.
- Book reviews, ratings or recommendations from third parties.
- Media coverage or publicity outside RRS-controlled platforms.
- Confirmed school visits, author bookings or school purchases.

- Publisher interest, retail placement or commercial opportunities.
- A particular level of interest from parents, teachers, schools or readers.
- A guaranteed financial return on the author's promotional investment.

Social media reach, audience engagement and third-party interest are influenced by factors outside RRS's control.

A campaign achieving fewer sales, views, enquiries or interactions than an author hoped for does not, in itself, constitute a failure by RRS to deliver its service.

The author's investment is in the promotional services, expertise, time and opportunities provided by RRS, rather than a guaranteed commercial outcome.

4. Paid Author Visits, School Connections and Opportunities

The Rebel Reading Society recognises the value of connecting authors and illustrators with schools and educational settings.

As part of its promotional work, RRS will make reasonable efforts to encourage these connections and create opportunities for authors to share their work, engage with young readers and develop relationships with schools.

Depending on the agreed package, these activities may include:

- Introducing authors and their books to schools and educational contacts.
- Sharing information about authors, their books and available school visit opportunities.
- Liaising with schools, teachers, English leads and other relevant educational professionals.
- Encouraging schools to consider author visits, workshops, online events and other opportunities.
- Promoting the educational and reading-for-pleasure benefits of author and illustrator visits.
- Supporting communication between authors and interested schools where appropriate.
- Identifying and sharing potential opportunities for paid author visits, workshops and other school-based activities.

Important clarification regarding paid work:

Whilst RRS will make every reasonable effort to promote authors to schools, encourage engagement and facilitate potential opportunities, RRS cannot guarantee that these activities will result in paid author visits, school bookings, workshops, commissions or any other paid work.

The decision to invite, book or pay an author rests entirely with the individual school or educational setting.

RRS does not have control over school budgets, purchasing decisions, available funding, internal approval processes or the willingness of individual schools to engage with authors.

Authors acknowledge that:

- School introductions and communications do not constitute confirmed bookings.
- Expressions of interest from schools do not guarantee paid work.
- RRS cannot guarantee a minimum number of school enquiries, bookings or paid visits.
- RRS is not responsible for a school subsequently deciding not to proceed with a proposed visit or activity.
- Any financial arrangements for a confirmed author visit will be agreed separately between the author and the school, unless otherwise explicitly agreed in writing with RRS.

The absence of paid author visits or school bookings during or following a promotional campaign does not, in itself, constitute a failure by RRS to deliver its agreed promotional services and does not automatically entitle the author to a refund.

RRS's commitment is to provide genuine promotional support, make relevant introductions where possible, actively encourage school engagement and create opportunities for authors to connect with potential audiences. The final decision to book and pay for an author visit always remains with the school.

5. When an Author May Be Entitled to a Refund

An author may have grounds to request a refund where RRS has materially failed to deliver the services specifically agreed and paid for.

Examples may include:

- RRS failing to publish or deliver a substantial part of the agreed promotional activity without reasonable explanation.
- RRS failing to undertake agreed promotional work through its own error or negligence.
- RRS cancelling a significant part of a campaign and being unable or unwilling to provide a reasonable alternative.
- RRS failing to provide a specific service or deliverable explicitly included in the agreed package.
- RRS being unable to fulfil its agreed obligations for reasons within its reasonable control.

In these circumstances, the author should contact RRS in writing, explaining their concerns and identifying the services they believe have not been delivered.

RRS will investigate the matter and aim to respond within 10 working days.

Where a failure is identified, RRS will normally seek to resolve the matter through one or more of the following:

1. Completing the outstanding promotional activity.
2. Providing an alternative promotional opportunity of comparable value.
3. Extending the promotional campaign at no additional cost.
4. Offering an appropriate partial refund.
5. Providing a full refund where the agreed service has substantially failed and a reasonable alternative remedy is not appropriate.

6. Cancellations Where There Is No Fault by RRS

RRS understands that circumstances can change and that an author may decide they no longer wish to continue with a promotional package.

Where RRS has not breached its agreement, has not failed to deliver its obligations and remains willing and able to fulfil the agreed services, a refund will not automatically be due.

However, RRS is willing to consider a mutually agreed cancellation.

Our proposed mutual cancellation arrangement is as follows:

- The author and RRS must both agree in writing to cancel the promotional package.
- Where a cancellation is mutually agreed and there has been no fault or breach by RRS, RRS will offer a refund equivalent to 20% of the original full package cost.
- The remaining 80% will be retained by RRS to reflect the planning, administration, preparation, resources, allocated promotional capacity and work associated with the agreed package.

- The 20% refund will be calculated against the original agreed package price, rather than the value of any individual promotional activity.
- The agreed cancellation and refund will be confirmed in writing.

This is a proposed goodwill cancellation arrangement and is not an automatic entitlement. It must be agreed by both parties.

Nothing in this section overrides any statutory cancellation or refund rights that apply to the agreement.

8. Changes to Promotional Arrangements

RRS reserves the right to make reasonable adjustments to promotional arrangements where necessary.

For example, social media scheduling, school availability, event arrangements or third-party participation may occasionally change.

Where an agreed activity cannot reasonably take place as originally planned, RRS will endeavour to offer a suitable alternative.

Any significant changes to the agreed package will be communicated to the author.

9. Third-Party Circumstances

Some promotional opportunities involve third parties, including schools, teachers, publishers, authors, illustrators, event organisers and social media platforms.

RRS cannot accept responsibility for independent decisions or actions made by these third parties.

For example:

- A school deciding not to participate in an author campaign.
- A school declining to book an author visit.
- A publisher delaying book availability.
- A social media platform changing its algorithms or functionality.
- A third party withdrawing from a planned collaboration.

These circumstances will not automatically constitute a breach of RRS's agreement.

However, where RRS has specifically agreed to organise or deliver an activity, it remains responsible for taking reasonable steps to fulfil that commitment or offer an appropriate alternative.

10. Raising a Complaint or Refund Request

Authors wishing to raise a concern or request a refund should contact:

The Rebel Reading Society

Email: info@rebelreadingsociety.co.uk

Please include:

- Your name and book title.
- The promotional package purchased.
- The date of the agreement.
- A clear explanation of your concern.
- Details of the service or activity you believe has not been delivered.

RRS will acknowledge the complaint and aim to provide a substantive response within 10 working days.

We will always seek to resolve concerns professionally, fairly and directly.

11. Statutory Rights

Nothing within this policy is intended to remove, restrict or exclude any rights an author may have under applicable consumer protection legislation.

Where the Consumer Rights Act 2015 applies, services must be provided with reasonable care and skill, and statutory remedies may be available where this standard is not met.

Where applicable, statutory cancellation rights under the Consumer Contracts Regulations 2013 will also be respected.

These statutory rights take precedence over any conflicting provision in this policy.

12. Acceptance of Terms

By confirming a promotional package and proceeding with payment, the author acknowledges that they have had the opportunity to read and understand this Refund Policy and Terms and Conditions.

The individual promotional proposal, together with these terms, forms the basis of the agreement between the author and The Rebel Reading Society.

The Rebel Reading Society – January 2026