

# Lucent Hair & Makeup by Alice Maria Terms & Conditions

All bookings taken are at the discretion of Lucent Hair & Makeup by Alice Maria. All agreements are made between the client and Alice. Bookings are only secured once a Booking Fee has been paid and cleared. No provisional bookings will be taken at any time. **By paying the Booking Fee all clients accept the Terms & Conditions and commit to the payment schedule stipulated in their quotation and reservation invoice.** 

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# 1. DEFINITIONS

The Client refers to the recipient of the service

**Alice/The Artist** refers to the artist that has been booked by the Client to complete the agreed hair/makeup services

The Event refers to the occasion for which the service has been agreed

The Fee refers to the amount payable by the Client for the service in the agreement

**The Agreement** refers to the agreement between the Client and Alice, confirmed by e-mail, for provision of the service

The Bridal Party refers to persons in addition to the Client requiring services at the Event

## 2. BOOKING PROCESS

- Enquiries are taken via email, telephone or completion of a contact form via Alice's website.
- Alice will email a quote (including booking terms and conditions) to the Client and confirm Alice's availability for the Client's Event.
- The Fee is always agreed via email. Verbal agreements are not deemed valid.
- Bookings are only secured once a Booking Fee has been made and cleared. Receipt of this will be confirmed via email to the Client.
- The Client's payment of the Booking Fee confirms the booking and secures Alice's availability for the Client's Event on the agreed date and time for the agreed Fee in accordance with these terms and conditions.
- Enquiries for which a Booking Fee or full payment has not been paid are not confirmed and therefore availability cannot be guaranteed, and an agreement is not formally in place.
- Cancellations are only deemed valid if received in writing via email.
- Availability given for a quoted date is only held for 48 hours after the quotation is sent, after which time availability will need to be rechecked and reconfirmed with the Client.

# 3. PAYMENTS

- All payments are required by BACS bank transfer unless stated otherwise by Alice.
- Bookings are only confirmed once the funds have cleared.
- Once a Booking Fee has been paid by the Client, receipt of this will be confirmed by Alice.
- The pricing quoted at the time of the booking will be honoured and any general price changes between the time of booking and the Client's Event date will not affect the agreed Fee for the services booked.
- All discounts are agreed at the time of booking based on the size of the booking. If the number or booking size changes any discounts will no longer be applicable and full current pricing will be charged.
- Failure or delay to make payments in the time frames stated below may result in cancellation of the booking with all previous payment made non-refundable.
- The reservation fee payment confirms and secures your wedding/Event date with Alice and will be deducted from the final amount owing. The reservation fee may not be used to cover the cost of the trial/preview appointment, this is separate and in addition to your reservation fee.

# **3.1 WEDDING BOOKINGS**

Payments for wedding hair and makeup bookings are made by the Client in multiple payment instalments as outlined below.

For bookings made less than **8 weeks** prior to the wedding date, all final payments will be due up front to fully secure and confirm the booking.

Payments are to be made in 3 transactions:

# BOOKING FEE

- The Booking Fee confirms and secures the Client's wedding date with the Artist at the agreed Fee.
- The Booking Fee amount is £150.
- The Booking Fee is fully redeemable against the final balance.
- The Booking Fee is non-refundable upon cancellation of the booking **at any time**, except for the following:

50% of the Booking Fee amount will be refunded to the Client should they notify Alice of cancellation within the 48 hours after the Trial. The remaining 50% will be retained to cover administration services already rendered / Alice reserving the Event date and preventing further bookings being taken.

- The Booking Fee will not be refunded should the Client notify Alice later than 48 hours after the Trial.
- The Booking Fee is non-transferrable to another Event date.

# TRIAL/PREVIEW FEE

- Fees for both the bride and bridal party previews, including any travel fees, are due at least 7 days prior to the preview date.
- Once a preview appointment has taken place, the fee paid is 100% non-refundable. This is non-negotiable.
- Should the Client need to re-schedule the agreed preview date, Alice will allow one date change, thereafter an additional preview fee will be invoiced to the Client.
- If the Client terminates the agreement prior to having a preview and this is in advance of 48 hours of the agreed preview date, the preview fee will be refunded to the Client. If notice of termination of the agreement is given after 48 hours prior to the agreed preview date, the preview fee will not be refunded to the Client.

# FINAL BALANCE - FINAL PAYMENT INSTALMENT

- All final payments for the wedding day services must be made and cleared **8 weeks** prior to the Event date.
- The initial £150 Booking Fee paid will be deducted from this payment.
- All final payments due are to be paid in one full amount and not by several individuals by means of multiple different payments.
- All services are final and confirmed once this First Payment Instalment has been received, after this time if agreed services are reduced the total amount quoted will remain the same and no refund will be offered. Additional services may be added at Alice's discretion. The Client will be billed accordingly for any additional services required.
- The Final Payment Instalment is non-refundable upon cancellation.
- The Final Payment Instalment is non-transferrable to another Event date.

# 3.2. SPECIAL OCCASION / LESSON / PHOTOSHOOT BOOKINGS

Payments for non-wedding hair and makeup bookings such as special occasion, lessons and photoshoots are outlined below.

For bookings made less than **4 weeks** prior to the Event date, all final payments will be due up front to fully secure and confirm the booking.

### **BOOKING FEE**

- The Booking Fee amount is £50.
- The Booking Fee confirms and secures the Client's Event date with the Artist at the agreed Fee.
- The Booking Fee is fully redeemable against the final balance.
- The Booking Fee is non-refundable upon cancellation.
- The Booking Fee is non-transferrable to another Event date.

## FINAL PAYMENT INSTALMENT

- All final payments for the Event Day services must be made and cleared **4 weeks** prior to the Event date.
- The Final Payment Instalment is non-refundable upon cancellation.
- The Final Payment Instalment is non-transferrable to another Event date.

# 4. CANCELLATIONS

Once the Client has paid a Booking Fee, Alice will confirm receipt of this via email. A booking form will be sent via email including the full terms and conditions. It is the Client's responsibility to read through the terms and conditions and they will have a 7-day "cooling off period" during which a full refund of the Booking Fee will be issued should the Client wish to cancel the booking. After this point the Client is entering into a contract with Alice and is bound by its terms and conditions.

# 4.1. CLIENT CANCELLATIONS

- The Client can cancel the Event at any time. All cancellations or changes to service must be stated in writing via email to Alice and only confirmed once the Client has received a reply from Alice.
- If notice of cancellation is given after the following time limitations, the full outstanding amount is still payable:
  - 8 weeks prior to the wedding date for wedding bookings.
  - 4 weeks prior to the Event date for special occasion/lesson/photoshoot bookings
- Alice will be under no obligation to refund any money paid up until point of cancellation, however the Client will not be liable for any further payments (unless notice was given after monies were due as stipulated above).
- For any bookings cancelled after the Final Balance is due, i.e. 8 weeks prior to the wedding date / 4 weeks prior to the Event date for non-wedding bookings, all payments made are non-refundable.
- The Client can cancel a Preview appointment at any point; however, once a trial/preview has taken place, the fee paid is 100% non-refundable. This is non-negotiable.
- A Trial/Preview cancelled with less than 48 hours' will be charged for at the agreed rate. No refund will be issued within 48 hours before the agreed appointment date.
- Should the Client need to re-schedule the agreed preview appointment date, one date change will be allowed if at least 48 hours notice is given. Thereafter an additional Trial/Preview Fee will be invoiced to the Client.
- Cancellations for services booked where travel and/or accommodation expenses have already been paid for by Alice/The Artist and are non-refundable by the provider and will need to be reimbursed in full by the Client.

# 4.2. CANCELLATIONS ON ALICE'S BEHALF

• In the highly unlikely event of an emergency or illness Alice's behalf, she agrees to make every effort to find the Client an equally capable replacement artist who will be fully

briefed on both the Client's and the party's hair and makeup looks. If this is not possible, a full refund will be given for the Event Day services. No further compensation will be offered.

- In the highly unlikely event of an emergency or illness resulting in the additional artist not being able to attend the booking, Alice will make every effort to find a replacement artist. If this is not possible an earlier start time may be needed to accommodate original numbers. The Client will be refunded for any bridal party services not completed attributable to the absence of the additional artist. No further compensation will be offered.
- If the booking is directly affected by circumstances beyond the control of Alice or the replacement Artist, every possible endeavour to rectify such situations will be made, however no compensation will be offered on Alice's part. The Client may want to explore wedding insurance options as a protection against such circumstances.
- If Alice or a team member are made to feel uncomfortable in any way, or if any of the bridal party, wedding guests, or other wedding vendors display abusive or offensive behaviour Alice has the right to terminate the contract without a refund.

## 4.3. CLIENT POSTPONEMENTS

- Should the Client need to postpone/change date of booking/agreed upon date of service, Alice allows for **one date change only per booking** (subject to Alice's availability to cover the alternative date which cannot be guaranteed). Thereafter any further date changes will be considered a cancellation and a new booking with Booking Fee payment and new payment schedule will be required to secure the new date.
- Booking date changes will not be accepted after 8 weeks prior to the agreed Event date. Date changes/postponements thereafter will be considered a cancellation of services and all Fees paid by the Client will be retained by Alice. No further compensation will be offered.
- Change of dates made out of choice, for any reason whatsoever, and not governmentrestricted will be subject to a new reservation fee. Due to high demand and limited availability, dates moved to peak dates will be charged a new reservation fee.
- Postponements and date changes to bookings are subject to availability of the Artist.
  - Providing the Client has not yet had a trial/preview and therefore not made the "First Payment Instalment"; If Alice/the Artist on the booking is not available for the new postponed date, Alice/the Artist will endeavour to find the Client an alternative team member. The Booking Fee paid will be transferred to the Client's new date to secure the new agreed date with the new Artist.
  - If the Client has already had a trial/preview with Alice/the Artist and Alice/the Artist does not have availability for the new Event date, this will be regarded a cancellation of services and all Fees paid by the Client will be retained. No further compensation will be offered.
- Terms of postponements:
  - Postponements will only be accepted should the new rescheduled date fall within the same year of the initial Event date or within 12 months of the Event date.
  - Should the new rescheduled date move to the following year or beyond 12 months; Alice will only accept postponements/and be able to transfer the date if the new date falls during the week (Monday -Thursday). If the new date falls on a weekend (Friday, Saturday, Sunday) in the following year/beyond 12 months this will be considered a new booking with new Booking Fee payment and payment schedule, meaning that the Client's initial booking therefore cannot be transferred, and any Booking Fees cannot be transferred.

### 5. BOOKING CHANGES

Notification should be given of any changes to the booking and trial as soon as possible. This includes changes to the number of clients, location, dates and times. It is the Client's responsibility to do this, as Alice cannot guarantee availability for the whole Event day. Bookings are accepted based on the details provided in the initial inquiry/Booking Form. Should the location for services on the day change after the booking is confirmed, a new travel fee may apply. A change in the preparation venue is subject to Alice accepting the new location. If the new preparation location is further than Alice is willing to have traveled to when accepting the booking, she is within her right to terminate the booking and retain 50% of the Booking Fee for admin services already rendered.

Changes must be confirmed in writing via email and are not accepted as written notice until you have received a reply from Alice.

Any discounts offered by Alice to the Client will only apply at the time of booking and will not be applied to any changes made after this time. Changes in agreed services may forfeit any discount applied by Alice at the time of booking.

## 5.1. CHANGE OF TRIAL/PREVIEW DATE

If notice for a change of trial/preview date is given by the Client in advance of 48 hours of the trial date agreed, an alternative date will be approved between the Client and Alice/the Artist. If the Client gives notice for a change of trial date less than 48 hours before the agreed date, the Client will incur the full Fee for the trial service(s) to cover the lost appointment. A new trial payment will be due to secure a further date with the artist. Should a trial/preview session booking by Alice/the Artist and Client need to be regrettably changed by the artist, the Client will be informed ASAP and Alice/the Artist will endeavour to find an alternative date suitable to the Client.

## 5.2. CHANGE TO TRIAL/PREVIEW NUMBERS

If notice for a change of trial/preview numbers is given in advance of 48 hours of the trial date agreed, a refund will be given by Alice to the Client for the bridal party trials no longer required OR if agreed by the Client the Fee will be retained to pay towards a new bridal party trial booking. If notice for a change of trial numbers is given less than 48 hours, the Client will forfeit the full cost paid for the trials and new payment will be required to book a new trial.

**5.3.** CHANGE OF WEDDING DATE *Please see 4.3 – Client Postponements.* 

### 5.4. CHANGE TO WEDDING DAY NUMBERS

All wedding day services are confirmed and final once the Client has made payment of the final balance 8 weeks prior to the wedding date. Changes to wedding day services cannot be reduced past this point and payment for all agreed services will need to be paid by the Client. Additional services may be added at the Artist's discretion and approved by Alice. The Client will be billed accordingly for any additional services required. Wedding day numbers/services can be changed prior to the payment of the "First Payment Instalment", however will still need to meet minimum booking requirements.

### 5.5. CHANGE OF LOCATION

In accordance with Alice's travel terms, additional travel Fees may apply if the booking location changes and the Client will be billed accordingly. If the location changes dramatically, Alice reserves the right to cancel the booking.

# 6. BRIDAL TRIAL (PREVIEW) BOOKINGS

- Trial/Preview appointments are taken Tuesday Thursday in daylight hours (generally between 10am-4pm). Fridays, Saturdays and Sundays are reserved for wedding bookings and trial bookings on these days are only taken at Alice's discretion. Evening and weekend trials are only taken at the discretion of the Artist.
- Trials/Previews are held at Alice's home in South Croydon. Trials booked at an alternative address will incur a surcharge of £50 plus additional travel charges if applicable.
- Bridal previews usually take up to 2 hours for a makeup or hair booking and up to 4 hours for both hair and makeup. Alice endeavours to ensure the Client is satisfied at their trial, however the maximum time allocated on any one trial is 2.5 hours for a makeup or hair booking or 4 hours for a makeup and hair booking. Any additional time required for trial sessions will have to be booked as a repeat trial.
- If the Client requires a second preview appointment, another payment of the full trial amount will be required.
- Should you need to reschedule your appointment we allow only 1 (one) rescheduled day, thereafter an additional trial payment will be invoiced.
- Once a trial has taken place, the Trial/Preview Fee paid is 100% non-refundable. This is non-negotiable.
- If the Client terminates the agreement prior to having a trial and this is in advance of 48 hours of the agreed trial date, the trial fee will be refunded to the Client. If notice of termination of the agreement is given after 48 hours prior to the agreed trial date, the trial fee will not be refunded to the Client.

# 7. TRAVEL

- Travel expenses will be charged at 0.55p per mile (round trip) from Alice's/the Artist's home postcode, if the journey exceeds 10 miles.
- The Client is liable to pay congestion and parking charges where necessary and will be quoted accordingly.
- Travel by Public Transport, Rail, Air, Taxis or Uber: Expenses are charged at cost to the Client and will be added to the Client's wedding day balance.
- For destination weddings/bookings all travel and accommodation are to be paid for by the Client.
- In the event of travel arrangements (including accommodation) being disrupted/cancelled for reasons not in control of either the Client or Alice/the Artist, and are non-refundable by the provider, the Client agrees to reimburse Alice for any losses incurred. Failure to do this may result in the cancellation of the booking with all previous payment made non-refundable.

# 8. PEAK AND OFF-PEAK SEASONS

### PEAK SEASON:

• All Fridays, Saturdays and Sundays between April – October and in December are charged at Peak rates.

\*Minimum booking requirements apply.

• All Bank Holidays, dates that fall over Easter and Christmas / New Year between 18th Dec – 7th Jan will be charged at Peak rates.

OFF PEAK SEASON:

• All Monday – Thursdays throughout the year are charged at Off Peak rates. \*This does not apply over Bank Holidays, Easter, Christmas and New Year. • Minimum booking requirements may apply for Bride-only bookings during off-peak season and will be stipulated in the quote sent to the Client.

# 9. SHORT NOTICE BOOKINGS

- For **wedding bookings** made less than 8 weeks prior to the Event date, all final payments will be due up front to fully secure and confirm the booking.
- For all other Event bookings made less than 4 weeks prior to the Event date, all final payments will be due up front to fully secure and confirm the booking.
- Payments will not be refundable under any circumstances with regards to short notice bookings.

# 10. DESTINATION / INTERNATIONAL WEDDING BOOKINGS

- International bookings require a reservation fee of £200 per artist to book and secure the date.
- The Client will be responsible for the payment of the following: reasonable return flights, accommodation, transfers to and from the airport and any transfers required by Alice/the Artist at the destination. This will be agreed between Alice and Client in the booking process.
- Alice/the Artist will always endeavour to find the most cost-effective option. Flights leaving the airport before 8am or departing from a 50-mile radius from Alice's/the Artist's home will require overnight accommodation for Alice/the Artist prior to the flight.
- Travel to and from the airport will be charged as well as any parking Fees that may incur. Alternatively, the Client can cover taxi fares to and from the airport. This will be stipulated in the booking process.
- Travel days are charged at £150 per day. Two travel days will be quoted for traveling to the chosen destination; this is to cover Alice/the Artist for not being available to work those days (Destination bookings must ensure an artist is available for the Client over three days). Travel days may be subject to artist's discretion of staying on or depending on when the artist can travel back, i.e. due to location of venue, transport and flight times.
- A subsistence supplement Fee of £20 per day will be added to each day the artist/s will be travelling attributable to the destination booking.
- Final and full payment is due 8 weeks prior to the service date and will be stipulated in your quotation.

# **11. SPECIAL REQUIREMENTS & ADDITIONAL INFORMATION**

# EARLY BOOKINGS

• Early morning bookings where Alice needs to start before 06h00 for any reason whatsoever will incur an additional charge of £50.

# ACCOMMODATION

• Overnight accommodation may be required should there be a start time earlier than 06h00 or if travel exceeds a 2 hours' drive (4 hours round-trip) from Alice's postcode for UK weddings. An amount will be stipulated on the quotation for accommodation. This should be arranged by means of either option A) or B) below:

- A) Suitable overnight accommodation will be organised and paid for by the Client. The accommodation should be within a 15-minute journey of the booking location

- B) Suitable overnight accommodation will be organised by Alice. This will be agreed by and fully reimbursed by the Client.

## FLOWER GIRLS & JUNIOR BRIDESMAIDS

- Flower girl and junior bridesmaid services are subject to their age and time allocations.
- The junior bridesmaid service is ideal for young bridesmaids (10-15 years old) requiring hair and light makeup. The service is limited to 45 mins max for both hair and makeup.
- The flower girl hair service is ideal for very young bridesmaid's (under 10 years old) requiring simple hair styling such as curls and braids. The service is limited to 25 mins max.
- 16-year-olds and over are classified as adults and will be charged the full rate and have 45mins for hair and 45mins for makeup.

### INDIVIDUAL LASHES

• Individual lash application is included in the price for the bride's makeup service. There is no reduction in price for any makeup service if they are declined. This is not included in the Bridal Party makeup service and will incur additional costs to add to the booking.

## HAIR EXTENSIONS & HAIR ACCESSORIES

• Hair extensions and hair accessories are not supplied by Alice as part of the hair service. If supplied by the Client, Alice/the Artist will apply both hair accessories or clip in hair extensions for the Client or bridal party as part of their hair service.

### ADDITIONAL ARTISTS

- If a booking is requested for one artist but is deemed by Alice not to be possible for one person due to time constraints, an additional artist can be booked. Alice can comfortably provide services for 3 x hair and makeup alone (6 services) depending on the time available.
- There will be an additional £130 fee towards booking that artist; this is for the artist's day rate/call-out fee. This will be discussed with the Client when an enquiry is made.

### SPLIT LOCATIONS

• If preparation for the wedding day is split between 2 locations, a pack down/re-set up and travel Fee of £35 will be charged.

### **12. MINIMUM BOOKING REQUIREMENTS**

- A minimum booking requirement is required during peak season. Minimum booking requirements consist of bride plus one other adult for both hair and makeup on the wedding day, or the monetary equivalent of.
  - Example 1 Bridal hair AND makeup plus one additional service of hair and makeup. Example 2 – Bridal hair OR makeup plus at least three additional services of hair or makeup.
- A minimum booking fee may be required on weekday bookings throughout the year and will be stipulated in your quote.
- Bride-only bookings may require a minimum booking fee throughout the year.
- Minimum requirements will be quoted to the Client when enquiring.
- Should your numbers decrease below the minimum requirement the full payment will still be due as stipulated in these terms.
- Surcharges will be charged to the Client until the minimum spend is reached.

# **13. RESPONSIBILITY & LIABILITY**

# **13.1.** CLIENT'S RESPONSIBILITY

- The Client hereby acknowledges that whilst the application of makeup and hair styling is generally regarded safe; it is the Client's responsibility to inform Alice/the Artist of any potential issues such as, but not limited to, medical conditions, allergies, and/or skin sensitivities. Alice/the Artist cannot be held liable for any condition that arises or loss incurred by the Client/party if the Client has not informed Alice/the Artist of any known conditions as stated above, or of any conditions unknown to the Client at the time of the service. Alice/the Artist will not be held responsible for any personal injury sustained as a result of taking part in any hair and makeup services provided.
- The Client acknowledges that all brushes and makeup products used by Alice/the Artist are kept sanitary and are sterilised between individual clients' makeup applications.
- The Client and booking party agree that no smoking or vaping is permitted during the services provided by Alice/the Artist.
- Alice/the Artist reserves the right to cancel the agreement if the behaviour of the Client is deemed inappropriate and/or if the Client reports a condition that Alice/the Artist deem as a risk to the Client's health and well-being. In these cases, any payments that have already been made by the Client for the service are non-refundable.
- Alice/the Artist reserve the right to cancel the agreement should the booking be made under false pretences, such as doing a special occasion when it is a wedding booking.
- It is the Client's responsibility to provide a suitable working space for Alice/the Artist such as adequate space, light, electricity points and hand washing facilities.
- It is the Client's responsibility to provide basic refreshments during the wedding/Event day services.
- The Client agrees to keep children and infants away from any and all makeup, hair products and heated styling tools for Health & Safety reasons. Children will not be present during delivering of any services (this includes but is not limited to breast feeding, sitting on laps etc.) Alice/the Artist will not be held responsible for any injury sustained in any events of this nature.
- The Client accepts responsibility to ensure any clothing and accessories needed for the wedding day is kept out of the way of our hair and makeup working area. If products of any kind get on clothing or accessories, Alice/the Artist cannot be held liable.
- Alice/the Artist will provide a schedule for the Event day services via email prior to the Event day. It is the Client's responsibility to ensure every member of its party is aware of timings on the day and that they stay available.
- Should any of the booking party have lice, cold cores or eye infections, The Client accepts that Alice/the Artist will not complete the services on the person/s affected and no refund will be given.
- Alice/The Artist cannot be held responsible for any delays should any clients not adhere to the schedule of timings stipulated and confirmed beforehand. Clients must be seated in the artist's chair at their allocated times.

# 13.2. ALICE'S/THE ARTIST'S RESPONSIBILITY

- Alice/the Artist will always endeavour to honour the agreement to the best of their ability.
- There may be circumstances beyond the control of Alice/the Artist where Alice/the Artist is unwell, delayed or otherwise unavailable, sometimes at short notice. In such a case Alice/the Artist will inform the Client at their earliest convenience and endeavour to make favourable alternative arrangements if possible.
- Alice/the Artist will not be held responsible for any delays caused by events beyond their control. No refund or compensation will be given in the event of delays caused by other wedding vendors, guests, or members of the bridal party.
- Alice/the Artist shall not be liable or responsible for any failure to perform, or delay in performance of, any of its obligations here under that is caused by an event outside their control including, without limitation, strikes, lock-outs or other industrial action by third

parties, civil commotion, riot, invasion, terrorist attack or threat of terrorist attack, war (whether declared or not) or threat or preparation for war, fire, explosion, storm, robbery of the artist's kit needed to carry out work, road traffic accident or traffic delays, flood, earthquake, subsidence, epidemic or any other natural disaster, failure of public or private telecommunications or transportation networks or damage to or failure of any mode of transportation used by Alice/the Artist.

• If the booking is directly affected by circumstances beyond the control of Alice/the Artist, every possible endeavour to rectify such situations will be made, however no compensation will be offered on Alice's/the Artist's part. The Client may want to explore wedding insurance options as a protection against such circumstances.

# 13.3. LIABILITY

- Alice/the Artist is not liable for any suppliers that are recommended.
- Alice/the Artist is covered by Public Liability insurance.

## 14. PHOTOGRAPHY & USE OF IMAGES

- Photos will be taken of the Client's hair and makeup on their bridal preview day to be used as a reference. Photos taken at the trial and/or Event day may be used for marketing purposes which include, but are not limited to, Alice's/the Artist's website and social media.
- Alice/the Artist may contact the Client and/or the Client's photographer to request images from the Event. Alice/the Artist agrees to credit the photographer when using these images.
- If the Client does not agree to the above, notice must be given in writing to Alice/the Artist.