RUNNING FAR COACH

Terms of Service, Privacy and Refund Policy

Effective 16 October 2026 · runningfar.coach · patrick@runningfar.coach

Contents: Part A, Terms of Service (including the Privacy Policy in section 9) · Part B, Refund and Cancellation Policy

Part A: Terms of Service

These terms apply when you use runningfar.coach or buy a coaching plan from us. By doing either, you accept them. Each athlete also signs the Running Far Coach coaching agreement, which wins if the two ever differ.

1. Who we are

1.1 Running Far Coach is a sole proprietorship owned and run by Patrick Rosslee, a UESCA- and McMillan-certified running coach.

1.2 **Address:** 6 Cullinan Close, Lonehill, Johannesburg, South Africa.

1.3 **Contact:** patrick@runningfar.coach, 08:00–17:00 SAST, Monday to Friday.

1.4 We are not a VAT vendor, so our prices include no VAT.

2. Who may sign up

2.1 You must be 18 or older. If you are under 18, a parent or guardian must sign the coaching agreement for you.

2.2 You confirm that the facts you give us, including your health facts, are true and complete.

3. What we offer

3.1 We coach road and trail runners, with a focus on the marathon and longer. All coaching runs through the augo app.

3.2 We offer two monthly plans:

Guided: R450 a month

For self-driven runners who want an expert plan and regular check-ins, without the cost of full coaching.

- A 4-week training block built around your race: its course, hills and cut-offs
- Sessions sent straight to your watch through augo
- One plan change per block for illness, travel or life
- A monthly review of your distance, time on feet, climbing and fatigue
- In-app messages, with replies within 2 to 3 days
- Our race fuelling and pacing guides

Fully Coached: R950 a month

For runners with a big goal, such as a mountain ultra, a long road ultra or a marathon PB, who want close support and frequent changes.

- Your plan updated every 2 weeks, based on fatigue, work and how your weekend went
- Changes whenever life, recovery or injury calls for it
- A weekly check of how hard your runs felt, your soreness and your voice notes
- Direct messages and voice notes, with replies within 24 hours (Monday to Friday)
- A 25-minute call each month on pacing, kit, fuelling and mindset
- A race plan for your goal race, with pace or effort targets for each section, cut-off buffers, and drop bags where your race allows them

3.3 Coaching starts once you have signed the coaching agreement, filled in the health form and paid your first month.

3.4 You may switch plans from the start of your next billing month.

4. Fees and payment

4.1 You pay monthly in advance, in one of two ways:

- **Subscription.** We deduct your fee each month on the same day of the month that you first subscribed.
- **EFT.** We send you an invoice each month. Pay within 7 days of the invoice date, with your invoice number as the reference.

4.2 We may change our fees with 30 days' written notice. If you do not accept the new fee, you may cancel under Part B.

4.3 If a payment is 7 days late, or a deduction fails, we will remind you. If it is 14 days late, we may pause your coaching until you pay. If you have not paid within 30 days of the due date, we may end your plan.

5. Health and risk

5.1 Running, and ultra and trail running most of all, carries a real risk of injury, illness and, in rare cases, death. You accept that risk when you train and race.

5.2 See a doctor before you start, and you must do so if you are over 40, pregnant, or have a heart, lung or metabolic condition.

5.3 We are coaches, not doctors. Nothing we say is medical, diet or physio advice. If something hurts, stop and get it checked.

5.4 You decide on the day whether, where and how hard to run. We cannot see the heat, the trail or how your legs feel at 05:00.

6. What we ask of you

6.1 Log your sessions in augo and give honest feedback, so we can adjust your plan.

6.2 Tell us at once about any injury, illness, new medicine or change in your health.

6.3 Treat us with respect, as we will treat you.

7. Using the website

7.1 The articles, guides and tools on the site give general facts, not advice for your case.

7.2 We try to keep the site accurate and running, but we do not promise it will be free of errors or always online.

7.3 Links to other sites, such as augo, Strava or race pages, are for your ease. We do not control those sites and are not responsible for them.

7.4 You may not copy, scrape, hack or misuse the site.

8. Our content

8.1 Your training plans, the Running Workout Field Guide, and all text, images and logos on the site belong to us.

8.2 You may use your plan for your own training. You may not copy, sell or share it.

8.3 You own your training data.

9. Privacy Policy

We collect only what we need to coach you, and we protect it as the Protection of Personal Information Act (POPIA) requires. We never sell your data.

9.1 **Who is responsible.** Patrick Rosslee, trading as Running Far Coach, is the responsible party and Information Officer. Contact: patrick@runningfar.coach, 6 Cullinan Close, Lonehill, Johannesburg.

9.2 **What we collect.**

- Contact details: name, email, phone and address.
- Sign-up details: ID or passport number, date of birth, emergency contact and medical aid.
- Health details: past injuries, illness, medicine and anything else you share in the intake form or messages.
- Training data: pace, heart rate, GPS routes, logs, voice notes and feedback from augo and your watch.
- Payment records: invoices, payments and subscription status. We never see or store your full card details.
- Website data: cookies and basic visit statistics from runningfar.coach.

9.3 **Why we use it.**

- To plan, deliver and adjust your coaching.
- To bill you and manage your subscription.
- To reach your emergency contact if you are hurt or missing.
- To answer your questions and complaints.
- To send news and offers, only if you opt in.
- To meet our tax and legal duties.
- To see how people use the website, so we can improve it.

9.4 **Health details.** Health details are special personal information under POPIA. We use them only with your express consent, which you give in the coaching agreement, and only to plan and adjust your training. You may withdraw consent at any time, but we may then be unable to coach you safely.

9.5 **Who we share it with.** Only the services we need to run the business:

- augo, to deliver your plan and messages;
- Paystack and our bank, to process payments;
- GoDaddy, which hosts the website;
- our email and messaging providers, including WhatsApp if you message us there.

We share your details with anyone else, such as your physio, only if you ask us to or the law requires it.

9.6 **Outside South Africa.** Some of these services store data on servers outside South Africa. We use only services that protect data to a standard similar to POPIA.

9.7 **How we protect it.** Only the Coach can see your details. We use strong passwords and two-step login where offered. If a breach puts your data at risk, we will tell you and the Information Regulator as soon as we can.

9.8 **How long we keep it.** We keep your details for 5 years after coaching ends, for tax and legal records, then delete them.

9.9 **Cookies.** The website uses cookies to measure traffic and the results of our Google Ads. You may accept or decline them in the cookie banner, or block them in your browser.

9.10 **Marketing.** We send news or offers only if you opt in, and every message tells you how to opt out.

9.11 **Under 18s.** We coach athletes under 18 only with a parent's or guardian's consent.

9.12 **Your rights.** You may ask us to show, correct or delete your details, object to how we use them, or withdraw consent. Email patrick@runningfar.coach and we will reply within 30 days, free of charge.

9.13 **Complaints.** Please contact us first. If you are not happy with our answer, you may complain to the Information Regulator at inforegulator.org.za.

10. Liability

10.1 As far as South African law allows, we are not liable for any injury, illness, death, loss or damage that arises from your training, racing or travel, unless our gross negligence or wilful act caused it.

10.2 For any other claim, our total liability is capped at the fees you paid us in the 3 months before the claim arose.

10.3 We are not liable for indirect loss, such as lost race entries, travel costs or lost income.

10.4 We are not liable for the acts, outages or data breaches of third parties, such as augo, Strava, your watch maker, your bank or race organisers.

10.5 Nothing in these terms limits a right you hold under the Consumer Protection Act that the law says you cannot give up.

11. Changes to these terms

We may update these terms. We will post the new version here with its date and email current athletes at least 30 days before a change that affects them.

12. Complaints

12.1 Email your complaint to patrick@runningfar.coach. We will reply within 5 business days.

12.2 If we cannot settle it within 30 days, you may take it to the Consumer Goods and Services Ombud or the National Consumer Commission.

13. Law

South African law governs these terms, and South African courts have jurisdiction.

Part B: Refund and Cancellation Policy

You may cancel at any time with 30 days' notice. We refund in full within 7 days of signing up and do not refund part-months after that.

At a glance

If you…	What happens
Cancel within 7 days of your first payment, before coaching starts	Full refund
Cancel within 7 days, after you asked us to start coaching	Refund less the fee for the days already coached
Cancel after the first 7 days	30 days' notice; no part-month refund
Get injured or ill	Pause for up to 8 weeks a year, with no fees while paused
Need a break for travel or life	Pause once a year for up to 4 weeks
Are cancelled by us without cause	Refund of any fee paid for time after the end date
Are cancelled by us for cause	No refund

1. Cooling-off period

1.1 Under the Electronic Communications and Transactions Act, you may cancel within 7 days of your first payment, without reason or penalty. We refund you in full.

1.2 If you ask us to start coaching inside those 7 days, the law's cooling-off right falls away once coaching starts. We will still refund your first month, less the fee for the days we have already coached you.

2. Cancelling a monthly plan

2.1 Give us 30 days' written notice by email or augo message.

2.2 Your coaching runs to the end of the billing month in which your notice period ends. You pay for that month and keep your plan and augo access until it ends.

2.3 We do not refund part-months or sessions you chose to skip.

2.4 We confirm your cancellation in writing within 2 business days. If you do not hear from us, assume we did not get it and contact us again.

2.5 If you pay by subscription, we cancel it so that no deduction is taken after your last paid month.

3. Pauses

3.1 **Injury or illness.** If a doctor or physio says you cannot train, you may pause for up to 8 weeks in any 12 months. Send us their note. We stop deductions or invoices while you pause and restart them when you return.

3.2 **Travel or life events.** You may pause once a year for up to 4 weeks, with 7 days' notice.

3.3 A pause does not count as cancelling. If you do not return when the pause ends, we treat it as notice to cancel under section 2.

4. When we cancel

4.1 **Without cause.** We may end your plan with 30 days' written notice for any reason. We refund any fee you paid for the time after the end date.

4.2 **For cause.** We may end your plan at once, with no refund, if you:

- do not pay within 30 days of the due date;
- break these terms or the coaching agreement in a serious way;
- abuse, threaten or harass us; or
- give us false health facts that make it unsafe to coach you.

5. What we do not refund

5.1 Race entries, travel, kit, augo subscriptions or any other fee you pay a third party.

5.2 Fees for months already coached, even if you did not use the plan.

5.3 A DNF. We can share the pain, but not the race fee.

6. How we pay refunds

6.1 We pay refunds to the card or bank account you paid from, within 10 business days of the date we confirm them.

6.2 We do not charge a fee to process a refund.

7. After your plan ends

7.1 You keep the plans already sent to you, for your own use.

7.2 You lose access to the coach features in augo.

7.3 Any unpaid fees stay due.

7.4 You are welcome back any time. The kettle and the hill reps will be waiting.