



SWINGFIT  
ACADEMIES

# SwingFIT Academies

## Terms of Service

Effective 9 July 2026

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**This is one document. It covers memberships and pay-as-you-go. Nothing is hidden.**

This is the agreement between you and SwingFIT Academies ("we", "us", "our"). It applies when you join a membership or buy any pack or session from us. When you buy, you accept these terms.

We run indoor golf academies in Dubai, at Studio City and DIFC.

Nothing in these terms removes or reduces your rights under UAE law, including Federal Law No. 15 of 2020 on Consumer Protection. Section 14 explains what that means for refunds.

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**Before you join — the rules that matter most**

- A 12-month plan is a 12-month commitment. You pay every month for all 12 months.
- Monthly plans (month-to-month, junior, and beginner): you cannot cancel in your first month, then you give 30 days' notice. A 12-month plan cannot be cancelled in your first 3 months, except in the special circumstances in Section 2.
- You cancel only at [swingfitacademies.com/cancel](https://swingfitacademies.com/cancel). You pause only at [swingfitacademies.com/pause](https://swingfitacademies.com/pause). Email, phone, or asking a coach does not count.
- Lessons and credits expire. Monthly lessons do not roll over to the next month.
- Payments are not refundable for change of mind once you have started using the service — but the 48-hour cooling-off (Section 13) covers every online purchase, and if we fail to deliver what you paid for, UAE law entitles you to a refund or replacement (Section 14).
- Pause allowance: memberships bought on or after 15 July 2026 get 40 days of pause per 12-month period. Memberships bought before 15 July 2026 keep 56 days (Section 2).

**1. Membership types — overview**

You can join in one of these ways:

- 12-month membership — our annual plans (T1, T3, and T4). Lower monthly price, but a 12-month commitment. See Section 2.
- Month-to-month membership — no long commitment. It costs a bit more each month. See Section 3.
- Beginner membership — a monthly plan for new golfers. See Section 4.
- Junior membership — for kids, in two age groups. Monthly plan. See Section 5.
- Summer / 3-month membership — a short seasonal plan. See Section 6.

You can also skip membership and buy Pay As You Go (PAYG) — packs of lessons, practice, or fitness sessions. See Section 7.

**The three main plans**

- Unlimited Practice & Play. Bay access only. No coached lessons.
- PGA Coach Lesson + Unlimited Practice & Play. 1 to 4 coached lessons a month with a PGA coach, plus bay access.
- Senior PGA Coach Lesson + Unlimited Practice & Play. 1 to 4 coached lessons a month with a Senior PGA coach, plus bay access.

You pick how many lessons a month (1 to 4) when you join. This is fixed for your term.

A quick note on words. A lesson is a coached, one-hour session with a golf pro. Practice and play means self-serve time in the bay on TrackMan, with no coach. These are different, and your plan tells you what you get.

All prices below are in AED and include VAT. The price you see is the price you pay.

**2. 12-month annual membership**

**Tiers and price**

Tier	Lessons / month	Price / month
T1 — Unlimited Practice & Play	0	697 AED

Tier	Lessons / month	Price / month
T3 — PGA Coach Lesson + Unlimited Practice & Play	1	997 AED
T3 — PGA Coach Lesson + Unlimited Practice & Play	2	1,297 AED
T3 — PGA Coach Lesson + Unlimited Practice & Play	3	1,497 AED
T3 — PGA Coach Lesson + Unlimited Practice & Play	4	1,697 AED
T4 — Senior PGA Coach Lesson + Unlimited Practice & Play	1	1,247 AED
T4 — Senior PGA Coach Lesson + Unlimited Practice & Play	2	1,697 AED
T4 — Senior PGA Coach Lesson + Unlimited Practice & Play	3	1,897 AED
T4 — Senior PGA Coach Lesson + Unlimited Practice & Play	4	2,097 AED

You pick your plan and your lesson count when you join. Your lesson count is fixed for the 12 months.

**What you get**

- Unlimited practice and play in the bays at both locations. Bookings are subject to availability — see Section 9.
- Priority booking and progress tracking.
- Your monthly coached lessons, if you are on T3 or T4.
- Monthly lessons do not roll over. Use them in the month, or you lose them.

**Commitment**

- You commit to 12 months. You pay every month for all 12 months.
- We bill monthly, on your join date.

**Leaving early (early termination)**

You cannot cancel in your first 3 months, except under the 48-hour cooling-off (Section 13), the special circumstances below, or where we have failed to provide your service (Section 14). After 3 months, you can leave early with the cancellation fee below:

**What it costs to leave a 12-month plan early**

- After 3 months, you can leave early. The cost is 3 months of your current monthly fee.
- Example: on a plan at 1,297 AED a month, leaving early costs 3 × 1,297 = 3,891 AED.
- If 3 months or fewer are left in your term, you pay only the months that remain.
- The cancel form at [swingfitacademies.com/cancel](http://swingfitacademies.com/cancel) works this out, shows you the amount, and collects it when you confirm.

### Special circumstances — leave any time, no early-exit fee

With 30 days' notice and proof, you can end a 12-month plan at any point (including the first 3 months) without the early-exit fee:

- Medical. A medical condition stops you playing for more than 8 weeks. Proof: a letter from a licensed doctor, dated within the last 30 days.

We review your proof within 7 days and confirm in writing. You pay as normal until your 30-day notice ends, and nothing after that.

### Payment

- We bill you every month on your join date, using the card on file.
- Keep your card details up to date. Tell us right away if they change.
- If a payment fails, our system tries the card again 3 times over 10 days.
- If it still fails, we pause your access and email you an invoice.
- You then have 14 days to pay. We may add an administration fee of 100 AED to cover collection costs.
- If it is still unpaid after those 14 days, we close your membership. You owe the month we could not collect, and the early-exit rules above apply as if you had cancelled on that date — including the special circumstances, if they apply to you.

### A note on chargebacks

If you think a charge is wrong, contact us first at [info@swingfitacademies.com](mailto:info@swingfitacademies.com) — most billing problems are fixed within days. A chargeback raised without contacting us may lead to suspension of your membership while we investigate.

### Pause (freeze)

- Only 12-month members can pause.
- Bought on or after 15 July 2026: you get up to 40 days of pause in each 12-month period.
- Bought before 15 July 2026: you keep up to 56 days of pause in each 12-month period — for as long as your membership continues without a break, including upgrades, downgrades, and the month-to-month continuation after your term. If you cancel and later rejoin, the 40-day allowance applies.
- Your 12-month period counts from your join date, not the calendar year.
- Each pause is at least 14 days. There is no limit on how many pauses you take, up to your total allowance.
- While paused, you pay nothing and you cannot use the academy. Your lessons pause too.
- Your 12-month end date moves back by the number of days you paused.
- Pause only at [swingfitacademies.com/pause](https://swingfitacademies.com/pause). Email does not count.
- Medical pause: with a doctor's note and our approval, you can pause beyond your standard allowance, up to 90 further days. If your condition lasts longer than that, the medical special circumstance above lets you end the plan without the early-exit fee.

### End of your 12 months

- Your membership does not stop on its own.
- It continues month-to-month at the same monthly price you were already paying. The price does not go up, and your pause allowance carries over unchanged.
- You are no longer locked in. You can cancel any time with 30 days' notice.
- We email you a reminder about 30 days before your 12 months end.

### Upgrades and downgrades

- You can upgrade any time. The new price starts on your next billing date. Your 12-month term keeps its original start date.
- You cannot downgrade during the 12 months. After your term ends, you can downgrade with 30 days' notice.
- Upgrading or downgrading does not change your pause allowance or restart your term.

### Cancellation

Cancel only at [swingfitacademies.com/cancel](http://swingfitacademies.com/cancel). Nothing else counts.

## 3. Month-to-month membership

### What you get

- Unlimited practice and play in the bays.
- Coached lessons too, if you pick a PGA or Senior PGA plan.

### Price (per month)

Plan	Lessons / month	Price / month
Unlimited Practice & Play	0	897 AED
PGA Coach Lesson + Unlimited Practice & Play	1	1,197 AED
PGA Coach Lesson + Unlimited Practice & Play	2	1,497 AED
PGA Coach Lesson + Unlimited Practice & Play	3	1,697 AED
PGA Coach Lesson + Unlimited Practice & Play	4	1,897 AED
Senior PGA Coach Lesson + Unlimited Practice & Play	1	1,447 AED
Senior PGA Coach Lesson + Unlimited Practice & Play	2	1,897 AED
Senior PGA Coach Lesson + Unlimited Practice & Play	3	2,097 AED
Senior PGA Coach Lesson + Unlimited Practice & Play	4	2,297 AED

A month-to-month plan costs 200 AED more per month than the 12-month plan with the same number of lessons.

Beginner golfers can also join month-to-month on the Beginner membership. See Section 4.

### Commitment

- There is no 12-month lock-in.
- You cannot cancel in your first month.
- After the first month, you give 30 days' notice to cancel.
- So the shortest time you can be a member is 2 months.

### Payment

Billing and failed payments work exactly as in Section 2 (monthly billing on your join date; 3 retries over 10 days; access paused; invoice; 14 days to pay). If it is still unpaid after 14 days, we close your membership and you owe the month we could not collect. There is no early-exit fee on monthly plans. The chargeback note in Section 2 applies too.

### Pause

Month-to-month plans cannot be paused. If you need to stop, you cancel.

### Cancellation

- Cancel only at [swingfitacademies.com/cancel](https://swingfitacademies.com/cancel).
- Email, phone, or asking a coach does not count.
- Your access stays on until the 30-day notice ends. Then it stops.

## 4. Beginner membership

A monthly plan for new golfers. We still have members on it, so it is covered here. There are two options.

Plan	Price / month	What's included
<b>Beginner membership (Limited Practice &amp; Play)</b>	997 AED	4 coached lessons a month, with limited practice and play in the bays.
<b>Beginner membership + Unlimited Practice &amp; Play</b>	1,497 AED	4 coached lessons a month, plus unlimited practice and play in the bays.

### Terms

- Lessons do not roll over. Use them in the month, or you lose them.
- This is a monthly plan. There is no 12-month lock-in.
- You cannot cancel in your first month. After the first month, you give 30 days' notice.
- Payment: same steps as Sections 2 and 3 — 3 retries over 10 days, access paused, invoice, 14 days to pay, then the membership closes. No early-exit fee.
- Beginner plans cannot be paused.
- Cancel only at [swingfitacademies.com/cancel](https://swingfitacademies.com/cancel).

## 5. Junior memberships

For kids. One-to-one coaching. This is a monthly plan (no 12-month commitment). There are two age groups.

Group	Age	Price / month	What's included
Young Juniors	8 and under	697 AED	4 lessons a month, 30 minutes each, one-to-one with a PGA coach. TrackMan every session.
Juniors	9 and over	997 AED	4 lessons a month, 60 minutes each, one-to-one, built around the child's level. TrackMan every session.

### The parent or guardian is our member

- A junior membership is a contract between us and the child's parent or legal guardian — not the child. The parent or guardian signs up, pays, and is responsible for the child and this agreement.
- Please complete the child's health declaration before the first lesson (Section 15), and tell us about anything we should know.
- Young Juniors (8 and under): a parent or guardian stays at the academy during sessions.

### Terms

- Lessons do not roll over. Use them in the month.
- This is a monthly plan. There is no 12-month lock-in.
- You cannot cancel in your first month. After the first month, you give 30 days' notice.
- Payment: same steps as Sections 2 and 3 — 3 retries over 10 days, access paused, invoice, 14 days to pay, then the membership closes. No early-exit fee.
- Junior plans cannot be paused.
- Cancel only at [swingfitacademies.com/cancel](http://swingfitacademies.com/cancel).

## 6. Summer / 3-month membership

- This is a short seasonal plan. It runs for a fixed 3 months from your start date.
- Price: 2,997 AED for the 3 months.
- What's included: unlimited practice and play only. There are no coached lessons on this plan.
- It is a fixed 3-month term. It does not auto-renew. It ends after 3 months.
- Refunds. If you buy online, the 48-hour cooling-off (Section 13) applies. After that, we do not refund change-of-mind cancellations on this plan — you keep full access for the 3 months instead. If we fail to provide the service you paid for, your refund rights in Section 14 always apply.

## 7. Pay As You Go (PAYG)

No membership. You buy a pack and use it before it expires.

**PAYG rules — read before you buy**

- Packs are non-transferable, and non-refundable for change of mind. Your UAE-law refund rights (Section 14) always apply.
- Unused sessions expire on the date shown. The expiry starts on the day you buy.
- Before your pack expires, you can extend it once — see "Extend or convert" below.

**Single lesson**

One coached lesson, no pack: 699 AED.

**Golf Coaching — Regular (coached lessons)**

Pack	Total price	Per lesson	Expires
4 lessons	2,297 AED	575 AED	60 days
8 lessons	4,397 AED	550 AED	120 days
12 lessons	5,997 AED	500 AED	180 days

**Golf Coaching — Beginner (coached lessons plus practice sessions)**

Pack	Total price	Expires
4 lessons + 4 practice sessions	1,997 AED	60 days
8 lessons + 8 practice sessions	3,797 AED	120 days
12 lessons + 12 practice sessions	4,997 AED	120 days

**Golf Fitness (physical training, not swing coaching — 60 minutes)**

Pack	Total price	Per session	Expires
4 sessions	1,797 AED	450 AED	60 days
8 sessions	3,397 AED	425 AED	120 days
12 sessions	4,797 AED	400 AED	180 days

**Practice / TrackMan (self-serve bay time, no coach)**

Pack	Total price	Per session	Expires
4 sessions	797 AED	199 AED	60 days
8 sessions	1,397 AED	175 AED	120 days
12 sessions	1,999 AED	166 AED	180 days

**Group — 2 players, 1 coach**

Pack	Total price	Per player, per lesson	Expires
4 lessons	3,499 AED	437 AED	2 months
8 lessons	6,299 AED	394 AED	4 months
12 lessons	8,999 AED	375 AED	6 months

**Group — 3 to 5 players (price per player)**

Pack	Price per player	Per player, per lesson	Expires
4 lessons	997 AED	249 AED	2 months
8 lessons	1,797 AED	225 AED	4 months
12 lessons	2,497 AED	208 AED	6 months

**Extend or convert — instead of losing sessions**

- Extend. Once per pack, you can extend its expiry: 30 more days for 99 AED per unused session, or 60 more days for 197 AED per unused session. Buy the extension before the pack expires.
- Convert. Within 30 days after a pack expires, you can convert the value of your unused sessions — once — into credit toward joining a membership.
- After that, expired sessions are gone. They cannot be brought back.

**Golf Swing Evaluation**

- 99 AED. A full check across all five parts of your game, 45 to 60 minutes. You get a plan at the end.
- Free if you join a membership on the same visit.
- One per customer. Evaluations are for first-time customers only.

**8. Coaching add-ons (members only)**

- Extra coached lessons for active members.
- 350 AED per lesson with a PGA coach. 550 AED per lesson with a Senior PGA coach.
- Sold in packs of 4, 8, or 12.
- They expire 12 months from the day you buy.
- Non-transferable, and non-refundable for change of mind (Section 14 rights always apply). Any lessons left after 12 months are lost — the "Extend or convert" options in Section 7 apply here too.

**9. Booking, late cancellation, and no-shows**

- Book in our booking system. All bookings are subject to availability.
- You can hold up to 2 practice and play bookings and 1 coaching lesson booking at a time. Once a booking is done, cancelled, or has passed, you can book the next one.
- One practice or play session per day.
- Your booking is for you only. You cannot give it to someone else.

- Cancel or change a lesson or session at least 24 hours ahead.

#### **If you cancel late or don't show up**

- If you cancel under 24 hours before, or you don't show up, you lose that lesson or session.
- On a membership lesson, it counts as your lesson for the month.
- On a pack, that lesson or session is used up.
- Miss 3 or more practice or play bookings in 30 days and we may limit your booking for a while.

#### **If your coach cancels — it works both ways**

If your coach cancels with less than 24 hours' notice, or does not attend, you do not lose anything: the lesson is not deducted from your month or your pack, and we rebook you free at the next time that suits you.

## **10. Guests**

- You can bring a guest to play, at no extra cost.
- Guests cannot take coaching unless it is booked and paid for.
- Sign your guest in at reception before their first visit. Guests follow these terms and our safety rules while at the academy.
- You are responsible for your guest and any damage they cause.
- Guest access may be limited at busy times.

## **11. Behaviour and conduct**

- Treat our team, our coaches, and other members with respect.
- We do not accept abuse, threats, harassment, discrimination, or offensive language.
- We may suspend your membership, or end it for serious or repeated bad behaviour.
- If we end your membership for behaviour: your access stops immediately; monthly billing stops at the end date; and we refund, pro-rata, any amount you prepaid for time after that date — minus the documented cost of any damage you caused. No early-exit fee applies.

## **12. Force majeure (events outside our control)**

- Some events are outside anyone's control: government orders, natural disasters, extreme weather, pandemics, or forced closures.
- Neither side is at fault for what these events stop.
- If such an event lasts more than 30 days, we will offer you a choice: pause your membership (this does not use your pause allowance), or end it with no penalty.

## **13. Cooling-off period (48 hours, online purchases)**

- If you buy online — a membership, the summer plan, a PAYG pack, or an add-on — and have not used any benefit yet, you can cancel within 48 hours of buying and get a full refund.
- Once you use any lesson, session, class, or bay time, this 48-hour right ends.
- To use it, submit the cancellation form at [swingfitacademies.com/cancel](https://swingfitacademies.com/cancel) within 48 hours.

- For in-person purchases there is no cooling-off period — our team will tell you the refund terms for what you are buying before you pay.

## 14. Liability, damages, refunds, and your belongings

### Your refund rights under UAE law

- Where these terms say something is "non-refundable", that means refunds for change of mind. It never limits your rights under UAE consumer protection law (Federal Law No. 15 of 2020).
- If we fail to provide a service you paid for, or the service is materially not as described, you can choose between replacement sessions or a refund for what was not delivered.

### Liability and belongings

- You take part in all activities at your own risk.
- We are not responsible for injury, unless it is caused by our own fault or serious neglect.
- Nothing here removes rights you have under UAE law, including for death or injury caused by negligence.
- You pay the documented repair or replacement cost of any damage you or your guest cause to our property or equipment.
- We are not responsible for lost or stolen belongings. Keep your things with you or leave them at home.
- We suggest you have your own insurance.

## 15. Other legal terms

### Your health

- You complete a short health declaration before your first activity, and keep us updated if anything changes.
- Our coaches are golf and fitness professionals, not medical professionals. If you have a medical condition, are pregnant, or take medication that affects exercise, check with your doctor first.
- Please do not attend with an infectious condition or open wound.

### Your coach

Your membership is with SwingFIT, not with one coach. We assign coaches by availability and skill. We may change your coach, with notice.

### Our content

Our coaching methods, programs, and materials are ours. Do not record, copy, or share them without our written OK.

### Photos, filming, and CCTV

- CCTV operates at our academies for everyone's safety. Recordings may be used to resolve incidents or damage disputes.
- We only use photos or video of you for marketing if you opt in — you choose at sign-up, and you can change your mind any time by emailing us.
- Please do not photograph or film other members or juniors without their consent.

### Your data

- We follow UAE data law (Federal Decree-Law No. 45 of 2021 — PDPL). We collect only what we need to run your membership: contact and ID details, bookings, payments, and your health declaration.
- We share data only with the providers that run our service — payment processing, booking, and member management systems (including Zoho, whose servers may be outside the UAE) — or where the law requires. We do not sell it.
- Marketing is a separate opt-in. You can opt out any time, and marketing messages tell you how.
- We keep your data only as long as your membership and the law require. To access, correct, or delete your data, email [info@swingfitacademies.com](mailto:info@swingfitacademies.com).
- Full details are in our Privacy Policy at [swingfitacademies.com/privacy](https://swingfitacademies.com/privacy).

## Recurring payments

By joining a membership, you authorise us to charge your card on file every month, on your billing date, at your plan price, until your membership ends under these terms. You can update your card any time.

## Your membership is personal

- Your membership, bookings, and any access credentials are yours only. Sharing them may lead to suspension.
- Memberships cannot be transferred to someone else.
- We may transfer this agreement to a successor of our business — your rights and price do not change if we do.
- Only SwingFIT coaches may coach at our academies. Please do not bring outside coaches or offer coaching to other members.
- We may end a session immediately, without refund of that session, if someone is intoxicated or behaving unsafely.

## Complaints

Tell us first: [info@swingfitacademies.com](mailto:info@swingfitacademies.com). We acknowledge within 48 hours and aim to resolve within 7 days.

## Disputes

We try to sort out any problem by talking first. If that does not work, we use mediation in Dubai, then the Dubai courts if we still cannot agree.

## Governing law

These terms follow the laws of the United Arab Emirates. The courts of Dubai handle any dispute.

## The whole agreement

These terms are the full agreement between you and us. If one part cannot be enforced, the rest still stands.

## Language

These terms are written in English. The English version is the one that counts.

## 16. Changes to these terms

- We may change these terms with at least 30 days' notice by email, where the change improves or updates the service, or is needed because of the law or events outside our control.
- If a change materially reduces what you get, or increases what you pay, you can cancel before it takes effect — no penalty, no early-exit fee, and a pro-rata refund of anything you prepaid and have not used.

- Changes are not retroactive. If you are inside a fixed term (12-month or summer), your price and inclusions stay as they were when you joined, until that term ends.
- When we change the terms, we email you the new version, or a link to it.

## 17. Promotions and free offers

From time to time we run promotions. The specific terms are shown with each offer; the rules below apply to all of them.

### Free months on a 12-month plan

- When a promotion gives you one or two months free with a 12-month membership, the free months are months 13 and 14 — they come after you complete your full 12 paid months.
- During your free month(s), you keep exactly what your plan includes, and you pay nothing.
- If your membership ends before month 13 — you cancel, leave early, or we close it under these terms — the free months are forfeited. They are a reward for completing the term.
- After your free month(s), your membership continues month-to-month at your same plan price, as in Section 2, unless you cancel with 30 days' notice.

### Free lessons

- A one-off free lesson (for example, a joining gift) must be used within 30 days of the day it is given. After that it expires.
- A recurring free lesson (for example, one free lesson a month for the length of your membership) works like your plan lessons: use it in the month, or you lose it. It does not roll over, and it ends when your membership ends.

### Lessons never roll over — every plan

On every membership that includes lessons — T3, T4, Beginner, Junior, and any promotional lesson — unused lessons expire at the end of that month. They do not carry over, on any plan.

### General promotion rules

- Free benefits have no cash value, cannot be transferred, and cannot be exchanged for a refund or credit.
- One promotion per membership unless the offer says otherwise.
- A promotion changes only what its terms say it changes — everything else in this document still applies.

## Contact and forms

- Cancel a membership: [swingfitacademies.com/cancel](https://swingfitacademies.com/cancel)
- Pause a membership: [swingfitacademies.com/pause](https://swingfitacademies.com/pause)
- General questions: [info@swingfitacademies.com](mailto:info@swingfitacademies.com) · [+971 50 692 6003](tel:+971506926003)
- Locations: Studio City and DIFC, Dubai.

To cancel or pause, use the forms above. This is the only way it is processed.

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SwingFIT Academies · Studio City & DIFC, Dubai · General questions: [info@swingfitacademies.com](mailto:info@swingfitacademies.com) · [+971 50 692 6003](tel:+971506926003)

Cancel: [swingfitacademies.com/cancel](https://swingfitacademies.com/cancel) · Pause: [swingfitacademies.com/pause](https://swingfitacademies.com/pause) · Privacy Policy: [swingfitacademies.com/privacy](https://swingfitacademies.com/privacy)