

Apturo Terms of Use

Effective date: 7 October 2026 · Replaces the CoachCam Terms of Use dated December 2025

Apturo is a sports coaching marketplace. Coaches sell coaching and coaching content, and athletes buy it, on the website at apturo.app, the web app at go.apturo.app, and the Apturo apps for iOS and Android (together, **Apturo**). The video and analysis tools are how that coaching is delivered.

These Terms are an agreement between you and Apturo (**we, us**). By creating an account or using Apturo you agree to them and to our [Privacy Policy](#). If you do not agree, please do not use Apturo.

The short version

- You must be 13 or over to use Apturo, and 18 or over to sell or be paid. Under 18s need a parent or guardian's agreement.
- Purchases use **CAM**, Apturo's in-app credit (1 CAM = NZ\$0.01). CAM you buy can only be spent on Apturo. Only CAM you *earn* can be paid out.
- Apturo keeps 20% of each sale. Coach earnings are paid to a linked PayPal account in NZD.
- You own what you upload. Footage of another athlete is only sold with their consent, and footage of under 18s is never sold.

1. Who can use Apturo

- You must be at least **13 years old** to have an account. If you are under 18, a parent or legal guardian must agree to these Terms on your behalf and supervise your use of Apturo.
- You must be **18 or over** to set a price on anything, sell, or receive a payout.
- Coaches must have permission from each athlete they film or upload, and from a parent or guardian where the athlete is under 18, before uploading or analysing that footage.
- You may not use Apturo if we have previously closed your account for breaching these Terms, or if the law prevents you from using it.

2. Your account

- Give accurate information when you register, and keep it up to date. Your date of birth is used to apply the age rules in these Terms.
- One account is for one person. A single account can switch between **coach mode** and **athlete mode**.
- Keep your sign-in details secure. You are responsible for activity on your account. Tell us at info@apturo.app straight away if you think someone else has used it.
- To sell, a coach needs a complete profile: their name, a profile photo or an approved intro video, and the sport they coach.

3. Coaching on Apturo

Coaches

- Coaches are independent. They are not employees, agents or contractors of Apturo, and they are responsible for the coaching they give, the claims they make about their experience and qualifications, and their own tax obligations, including any GST and income tax on their earnings.
- **"Vetted by Apturo"** means Apturo has confirmed the coach's identity, either through our own review or through Stripe Identity. It is not a police check, a check of coaching qualifications, or a guarantee of the quality of their coaching.
- Apturo provides the marketplace and the tools. We do not provide coaching ourselves and we do not guarantee any improvement in performance.

What can be bought

- **Coaching packages** give an athlete coaching from a coach for the package's term. A package may renew automatically if both the coach and the payer allow it. A renewal is charged in CAM from the payer's wallet. We tell the payer before a renewal if their balance will not cover it, try again if a renewal fails, and cancel the package if it still cannot be paid. The payer can turn off auto-renew at any time before the next renewal.
- **Review requests:** an athlete describes what they want reviewed and coaches send proposals. The athlete pays only when they accept a proposal.
- **Marketplace items** such as clips, comparisons, coaching videos, Drip Coaching programmes and development plans. Buying a plan or programme gives you its content. It does not on its own give you a coach's ongoing attention, which is sold as a coaching package.

Ratings

- Only an athlete who has paid for something from a coach can rate it. Ratings must be honest and about your own experience. We may remove ratings that breach these Terms.

4. CAM credits

- Prices on Apturo are in **CAM**. One CAM has a face value of one New Zealand cent (NZ\$0.01).
- You can buy CAM on the web through Stripe, or in the iOS and Android apps through Apple or Google. Bundles are priced above face value, and the price is shown before you pay. On the web, Stripe may show the price in your own currency at a rate it guarantees at checkout, and any conversion is charged by Stripe.
- CAM is a prepaid credit for use on Apturo. It is not money, a deposit or a stored-value account, it earns no interest, and it cannot be transferred to another account.
- **CAM you buy can be spent on Apturo but never paid out.** Only CAM you earn from sales can be withdrawn (see section 5). This rule protects coaches, athletes and Apturo from fraud and money laundering.
- Purchased CAM is not refundable, except where the law requires it or where Apple, Google or Stripe refunds the purchase.
- If a CAM purchase is refunded or charged back, we remove that CAM from your wallet. If it has already been spent, your wallet may show an amount owing, which is recovered from CAM you receive later, and we may put your wallet on hold until it is resolved.

- Payments may not be available in every country or at every time. Where they are not, prices are shown as free.

5. Selling and getting paid

Prices and Apturo's share

- Coaches set their own prices in CAM. **Apturo keeps 20% of every sale.** The rest goes to the coach and, where the footage features other athletes, is shared with them as shown before the item is listed. For example, a clip of a consenting athlete pays the coach 60%, the athlete 20% and Apturo 20%. A coach can also choose to share their proceeds with named athletes.
- Earnings are credited in CAM to the seller's wallet when a sale is made.

Payouts

- Earnings can be withdrawn **7 days after they are credited.** You can spend them on Apturo straight away.
- To be paid you must be 18 or over, be Vetted by Apturo, and link your own PayPal account by signing in to PayPal from your wallet. We pay the PayPal account you prove is yours, never an address typed in.
- When you request a payout, the CAM leaves your wallet straight away and the request waits for Apturo to review and release it. You can cancel it, and get the CAM back, until it is released.
- Payouts are sent in New Zealand dollars by PayPal. PayPal's payout fee is deducted from the amount sent, and an estimate is shown before you confirm. PayPal converts the payment to your currency if needed, at its own rate. There is a minimum payout, shown in your wallet.
- If PayPal cannot complete a payout, or returns it, the CAM is put back in your wallet and we let you know.
- We may delay, hold or refuse a payout where we reasonably suspect fraud, a chargeback or dispute is open against the wallet, these Terms have been breached, or the law requires it.

6. Your content

You own it

- You keep ownership of the videos, photos, drawings, comments, plans and other content you upload (**your content**).
- You give Apturo a non-exclusive, worldwide, royalty-free licence to host, store, copy, process and display your content to operate and improve Apturo. That includes automated analysis such as body-position (pose) tracking and AI-written session summaries, showing your content to the people you share it with, and, for anything you list on the marketplace, showing it and its previews to the public and to buyers.
- We may use de-identified data to train and improve Apturo's own analysis models. You can opt out by emailing info@apturo.app.
- The licence ends when you delete the content or close your account, except for copies we must keep by law and items buyers have already paid for, which may remain available to them.

Buying content

- When you buy a marketplace item you get a personal, non-transferable right to view and use it for your own training. You may not copy, share, resell or publish it.

Footage of other people

- Only upload footage of other people if you have their permission (or their parent's or guardian's, if they are under 18).
- To sell footage that shows another athlete, Apturo asks that athlete for consent first. They can refuse, and they can withdraw consent later, which takes the item off sale.
- **Footage of athletes under 18 cannot be sold on the marketplace.**

Review and removal

- Videos are reviewed, automatically and by people, before they can be shared or listed. We may hold back, remove or refuse any content that breaches these Terms or that we reasonably believe is unsafe, and we may take down a listing while we look into a complaint.
- To report content, email info@apturo.app.

7. Acceptable use

You agree not to:

- upload anything illegal, sexualised, violent, hateful or harassing, and above all anything that exploits or endangers a child. We report child exploitation material to the authorities;
- upload content you do not have the rights to, or that infringes someone else's privacy or intellectual property;
- impersonate anyone, or misrepresent your identity, qualifications or affiliations;
- use Apturo for fraud, money laundering, or to move money that is not payment for coaching, including buying CAM with a card that is not yours;
- post fake ratings, or manipulate sales or rankings;
- access non-public areas of Apturo, interfere with its security, or scrape, copy, reverse-engineer or overload it.

8. The Apturo apps

- If you use Apturo on iOS or Android, the terms of the Apple App Store or Google Play also apply. Purchases made in the apps are processed and refunded under the store's rules.
- These Terms are between you and Apturo, not Apple or Google. Apple and Google are not responsible for the apps or for supporting them.

9. Changes to Apturo

- We are always improving Apturo. We may add, change or remove features, and we may suspend Apturo for maintenance. Where a change materially affects something you have paid for, we will tell you in advance where we reasonably can.

10. Suspending or closing an account

- You can stop using Apturo at any time, and ask us to close your account by emailing info@apturo.app. Withdraw any earnings you want paid out first.

- We may suspend or close an account that breaches these Terms, or where we must by law. Where it is appropriate we will tell you why. Earnings may be held while we investigate, and may be withheld where they came from fraud or a breach of these Terms.

11. Our responsibility to you

- Apturo is provided for coaching and educational purposes. Analysis, AI summaries and coaching feedback may not be accurate, and sport carries a risk of injury: train within your limits and follow appropriate supervision.
- If you use Apturo as a consumer, nothing in these Terms limits your rights under the Consumer Guarantees Act 1993, the Fair Trading Act 1986 or other law that cannot be excluded.
- If you use Apturo for the purposes of a business, including coaching for payment, you agree that the Consumer Guarantees Act 1993 does not apply, to the extent the law allows.
- To the extent the law allows, Apturo is not liable for any indirect or consequential loss, or for loss of profit, data or opportunity, and our total liability to you in connection with Apturo is limited to the greater of the amount you paid Apturo in the 12 months before the claim and NZ\$100.
- Apturo is not a party to the coaching between a coach and an athlete, and is not responsible for what a coach or athlete says or does.

12. Governing law

- These Terms are governed by the laws of New Zealand, and the courts of New Zealand have jurisdiction over any dispute.

13. Changes to these Terms

- We may update these Terms. We will tell you about material changes by email or in the app before they take effect. If you keep using Apturo after that, you accept the updated Terms.

Questions about these Terms? Email info@apturo.app.