



DOWNTOWN CAMERA

WHERE PHOTOGRAPHY LIVES

Rental Terms and Conditions

1. Renter Eligibility, Identification, and Privacy

This legally binding agreement shall be governed and enforced strictly in accordance with the laws of the Province of Ontario, Canada.

The Renter must be 18 years of age or older to enter into this legally binding agreement.

Rental terms and conditions must be agreed upon and signed in person at the time of pick-up. The Renter is required to present **two** forms of **government-issued photo identification**, **along with a valid credit card**, both of which will be scanned and kept on file. Downtown Camera reserves the right to inquire for more information in order to verify legitimacy of a rental request, and may decline a rental at any point in time.

The first and last name or organization name appearing on the rental contract must perfectly match the details on the credit card and the insurance certificate. Third-party payments, pick-ups, or drop-offs are strictly prohibited, meaning the verified applicant or authorized corporate representative must handle all equipment transport personally.

Personal information collected during the verification process will be used strictly for policy enforcement and contract management. Downtown Camera will not sell, share, or rent this information to any third parties.

2. Equipment Condition, Ownership, and Territorial Limits

Downtown Camera ensures that all gear is checked, complete, and in perfect working order prior to pick-up. Upon taking possession, the Renter explicitly acknowledges that the equipment described in the contract is received in good, satisfactory, and operational condition.

Absolute title and ownership of all rented equipment remain exclusively with Downtown Camera. Downtown Camera retains an unconditional right to terminate the lease agreement and repossess the equipment at any time without prior notice or legal process.

The rented equipment shall not be transported, shipped, or otherwise removed from the Province of Ontario without the expressed prior written consent of Downtown Camera.

3. Financial Terms, Special Rates, and Membership Benefits

The Renter agrees to pay all quoted rates and any additional fees assessed at Downtown Camera's discretion, as invoiced. Prices are fluid and subject to change without notice, and all contracts are subject to the Harmonized Sales Tax (HST) pursuant to provincial regulations.

Special custom pricing is available for rental periods exceeding three weeks. Renters must contact rentals@downtowncamera.com for a custom quotation, as longer durations qualify for enhanced rate reductions based on the scope of the project.

Active AMFM members are entitled to an additional 10% discount on rental pricing.

If the Renter elects to purchase the equipment following the rental period, the accumulated rental fees may be applied toward the total cost of ownership. This offer is strictly valid only if executed within a weeks timeline of rental return.

4. Reservations, Cancellations, and No-Show/Late Policies

Reservations can be made at any point prior to pick-up, though a 24 hour advance notice is strongly recommended to secure equipment availability. High-demand items are subject to availability, and bookings can be secured immediately over the phone, with no deposits required until the assets are picked up.

To cancel a reservation without penalty, the Renter must notify the rentals team via phone or email at least 24 hours prior to the scheduled pick-up time.

For all reservations that are not picked up or cancelled with proper notice, a 50% no-show fee of the one-day rental rate will be billed to the Renter.

Equipment must be returned no later than the agreed upon date and time outlined in the rental agreement. Any return processed after 12 PM will automatically incur a late fee equivalent to double the one-day rental rate.

5. Security Deposits, Pre-Authorizations, and Insurance

Deposits must be processed via a valid credit card matching the Renter's government-issued ID (cash, debit cards, Visa Debit, and prepaid cards are strictly rejected).

Deposits are executed as a financial pre-authorization hold rather than an immediate charge. Upon equipment return, Downtown Camera will convert the pre-authorization into a direct payment for rental fees and additional fees (where applicable). Remaining funds will be returned within 5 business days, at which point Downtown Camera retains no further financial access to the card.

A Certificate of Insurance (COI) listing Downtown Camera Ltd. as the certificate holder and loss payee which must be presented at pick-up for orders with item replacement value above \$10,000 CAD. Renters may acquire coverage through third-party providers. Failure to provide adequate proof of insurance upon request entitles.

6. Operational Liability, Assistance, and Post-Rental Audit

The renter is fully responsible for any theft, loss, or damage to the gear caused by accidents, negligence, misuse, or improper installation. Only standard mechanical wear and tear is exempted.

Damages or loss incurred during the rental period must be reported immediately to Downtown Camera. Failure to provide notification prior to the agreed upon return date of rented equipment may incur penalties. .

In the event of loss or damage, Downtown Camera holds the right to charge the current retail value of the equipment or full dollar value of required repairs. This may also includes any potential loss of revenue as a result of said loss or damage.

You agree to hold Downtown Camera harmless for any legal claims or damages, explicitly including the loss, corruption, or destruction of film, digital media, or data assets.

Downtown Camera reserves the right to pursue necessary charges post rental completion if damages or losses are discovered upon equipment inspection.