

BOOKSY X LIVE FASHION AWARDS 2023

HOW TO PARTICIPATE PROCESS & REQUIREMENTS

BOOKSY X Live Fashion Awards is an international contest organised by Live Fashion Hair Awards exclusively for Booksy Iberia, S.L.U., Booksy UK and Booksy France (all hereinafter referred as "**BOOKSY**") customers.

How to participate?

1. Visit www.livefashionhair.com and look for the BOOKSY X LIVE Fashion Awards logo and navigate to the "Submit" section
2. Complete the form by selecting the category you wish to apply for and attach your work (up to 3 photos max.). You also have the option to attach a PDF portfolio.
3. Please ensure that all fields in the form are completed.
4. **By submitting your collection, participants give** consent for the photographs and materials to be used for evaluation and publication on official BOOKSY and Live Fashion Hair Awards accounts and associated press media.
5. This contest is specifically designed to recognise and celebrate the BOOKSY community. To participate, **it is a mandatory requirement to be a BOOKSY Client** and have an active account with us in Spain, France, or the United Kingdom.
6. The **announcement of the finalists** will be communicated via email on 15th September and will also be announced through official BOOKSY and Live Fashion Hair Awards Social media accounts as well as associated press media.
7. The **submissions will be evaluated** by an international panel of experts, LVFH Awards ambassadors and previous editions winners as well as BOOKSY Ambassadors.
8. BOOKSY Ambassadors who are designed as part of the jury will not be allowed to participate in the BOOKSY X Live Fashion Awards.
9. **PRICING:** The participation fee is 29 euros, including taxes, in all countries. You have the flexibility to participate in multiple categories and submit multiple entries, with each entry requiring the payment of the fee.

CONTEST RULES

I. ORGANISING ENTITY, TIME SCOPE, TERRITORY AND PARTICIPANTS

Code of Ethics, S.L.U. (hereinafter LVFH" or "Live Fashion Hair Awards") with registered office at Calle Iris 2A, El Sobradillo, 38107 Santa Cruz de Tenerife, and registered in the Mercantile Registry of Santa Cruz de Tenerife, and with Tax Identification Number B38988739, will organise the contest "BOOKSY X LIVE Fashion Awards" (the "Contest") for BOOKSY clients with active account in Spain, France, or the United Kingdom throughout the event and who are up to date with their payments, which will take place on Live Fashion Hair Awards Experience (hereinafter, the "Award") and will be held on November 19th 2023. The registration to the Contests begins on June 15th, 2023 at 0.00h and ends on August 15th 2023 at 23.59h.

Participation in the Contest is open to all clients residing in the territories mentioned above, who are of legal age and who meet the following conditions of participation. All submissions must be directly made by participants through our online platform www.livefashionhair.com in the BOOKSY X Live Fashion Awards Experience "Submit" section. Submissions can be made independently or as part of an artistic team.

In the case of team submissions, the organisation will only cover the expenses of the designated leader or director, while the rest of the team will be responsible for their own transportation, accommodation, and subsistence costs if they choose to attend the event.

BOOKSY Ambassadors are not eligible to participate in the Contest. Neither can all those persons who have been directly or indirectly involved in the elaboration of the Contest, nor their relatives in the first degree by blood or affinity. In general, minors under 18 years of age are not eligible to participate.

II. OBJECT OF THE CONTEST

BOOKSY X LIVE Fashion Awards is an international contest organized by Live Fashion Hair Awards exclusively for BOOKSY customers and it is designed to recognize and celebrate the BOOKSY community.

The categories to participate in the contest are:

HAIR:

Best Balayage
Best Color Transformation
Best Precision Cut
Total Look

BARBER:

Best Fade
Best Free Style
Total Look

NAILS

Best Classic Manicure
Best Manicure/Creative Structure
Best Avant Garde Structure (Minimum Length 2cm.)

MAKEUP

Best Makeup

WEDDING

Best Wedding Look

III. HOW TO PARTICIPATE, PROCESS & REQUIREMENTS

The condition of participant will be acquired by any person, that is a client of BOOKSY resident in the territories indicated above throughout the Contest and who are up to date with their payments, and who complies with the following requirements:

1. Visit www.livefashionhair.com and look for the BOOKSY X LVF Awards Experience logo and navigate to the "Submit" section.
2. Complete the form by selecting the category you wish to apply for and attach your work (up to 3 photos max.). You also have the option to attach a PDF portfolio.
3. Please ensure that all fields in the form are completed.
4. To participate in the Contest, you have to accept the present terms and conditions.
5. The fee of 29 euros per entry, including taxes, to participate has been paid.

By submitting digital materials, you grant us the image rights, which are transferred to BOOKSY and the Live Fashion Hair Awards for promotional use according to clause IX of this terms and conditions. The submitted images should be in JPG format, with a resolution of 300 dpi in RGB mode, and a size of 20x30. Each image must not exceed 10 MB and must not contain watermarks, nor any element that reveals the author of the work, such as any element of the salon's corporate image.

Each submission should consist of a single work, and you can provide a maximum of 3 images showcasing the work, which can include photographs of the head only, head and shoulders, or the entire body, all

featuring the same model/work. We will evaluate not only the technique but also other aspects such as the composition of the image, lighting, and overall originality of the artistic proposal. Surprise us!

The photographs and materials to be used for evaluation and publication on official BOOKSY and LVFH / Live Fashion Hair Awards accounts and associated press media will be used according to the terms and conditions.

The express acceptance of these legal bases is a necessary condition for participation in the Contest and, consequently, in order to obtain the award. The photos of the participating users that do not comply with all the conditions set forth herein will be automatically discarded.

Likewise, images with defamatory, libelous, insulting, threatening or rude, obscene, provocative, sexist, homophobic, discriminatory or otherwise objectionable content or whose content contravenes the terms and conditions of use of www.livefashionhair.com are not allowed.

This includes, but is not limited to, images that do not comply with these terms and conditions; include contact information and/or personal data such as telephone numbers, postal or email addresses, bank accounts, etc.; promote products or services for profit and/or other commercial purposes; are in any way unlawful and/or justify or encourage illegal activities or do not comply with all applicable laws; directly or indirectly violate any applicable laws; directly or indirectly violate any applicable laws. ; promote products or services for profit and/or other commercial purposes; are in any way illegal and/or justify or encourage illegal activities or do not comply with all applicable legislation; violate, directly or indirectly, third party rights, including the violation of industrial and intellectual property rights, trade secrets, know-how, as well as the right to honor, privacy and self-image; or include personal or offensive comments about BOOKSY, LVFH its brands and/or its products or any third party.

BOOKSY and/or LVFH reserves the right to reject the participation of images that contravene the aforementioned limitations and to take legal action against those responsible, directly or indirectly, for the same.

The identity of the winning participants may be verified through official documents (ID card, passport, driver's license, etc.) at any time, including before and during the prize-giving ceremony.

IV. AWARDS

• 12 Winners Award:

Trophy & Live Fashion Hair Awards Experience: This includes a fully paid trip to the Tenerife Island ON November 18th to November 21st, 2023, (including flights, transfers, hotel accommodation and two days LVFH experience:

- Winners ceremony Gala & Dinner
- Top LVFH winner's Master Classes.

The award is valued at 1.000€.

• **5X 12 Finalists:** Certificate of participation.

The awards will be personal and non-transferable. By participating in the Contest, the participant agrees to be available for travel to Tenerife, Canary Islands (Spain), between November 19th and 21st, 2023, during which the Live Fashion Hair Awards will take place. The participant also declares that all necessary documentation is in order.

The awards indicated may vary depending on the country of the winning user. Under no circumstances will the awards be redeemable for its cash value, and its commercialization is strictly prohibited.

LVFH and/or BOOKSY reserves the right to adopt any corrective measures and to take any reasonable decisions necessary to resolve any incidents that may arise during the course of the Contest in order to guarantee the correct development of the same.

V. MECHANICS OF THE CONTEST AND COMMUNICATION OF THE RESULT OF THE CONTEST

Each participant must comply with all of the conditions set forth above. The **announcement of the finalists** will be communicated via email the Sept the 15th and will also be announced through official BOOKSY and Live Fashion Hair Awards Social media accounts as well as associated press media.

The **submissions will be evaluated** by an international panel of experts, LVFH Awards ambassadors and previous editions winners together with BOOKSY Ambassadors, as explained in the terms and conditions.

BOOKSY SPECIFIC REQUIREMENT

After passing the initial quality filter and confirming that the participation request complies with the established guidelines, the accepted collections will be published on social media and the website as official BOOKSY x Live Fashion Awards 2023 collections. The transferred material and its rights will be transferred to BOOKSY and Live Fashion Hair Awards for exclusive use in the dissemination/communication of said awards in case of being a finalist/winner according to clause IX of these terms and conditions.

Each member of the professional jury (consisting of expert personalities in each category, including BOOKSY Ambassadors, editorial directors, renowned photographers, etc.) will vote for the participants, awarding points on a scale of 12, 11, 10, 9, 8, 7, 6, 5, 4, 3, 2, and 1, with 12 being the maximum score. The winners in each category will be determined based on the average points received.

The organisation will contact the winners to arrange their flights and accommodations in Tenerife (Canary Islands). The expenses, including economy class flights, hotel and hotel transfers, will be covered by the organisation. It is important to reserve availability to travel from November 18th to November 21st, 2023.

The **announcement of winners** will be communicated via email on 15th October and will also be announced through official BOOKSY and Live Fashion Hair Awards Social media accounts as well as

associated press media. Winners will also be contacted using the information provided during registration for prize management.

The remaining finalists who did not win will receive a special invitation to attend the live Show and Master Classes.

The BOOKSY x Live Awards are owned by BOOKSY, and therefore, the decisions made by the jury are final. The jury has the authority and responsibility to accurately interpret the participation guidelines and ensure their proper implementation. There is no appeals process, and correspondence regarding claims will not be entertained.

Participants explicitly agree to the terms and conditions of participation. Once the selection process has commenced, no information will be provided to candidates or finalists to prevent undue pressure or interference.

The organization commits to communicating any incidents or essential information that may impact the official qualifiers and finalists who aspire to be winners in written form.

The organization reserves the right to declare the prize(s) void in categories where there is insufficient participation, with a minimum requirement of 5 applications per category.

MAIN DATES

Registration begins : Jun 15, 2023

Registration ends: Aug 15, 2023

Finalist Communication: Sep 15, 2023 online communications

Winners Communication: Oct 15, 2023 online communications

BOOKSY X LVF Award Experience: Nov 19 & 20th, 2023 Tenerife Spain

VI. MARKETING ACTIONS TO PUBLICIZE THE CONTEST

The Contest will be publicised through email, social media and official BOOKSY and LVFH social media and the website as official BOOKSY and LVFH.

VII. FRAUD

In the event that BOOKSY and/or LVFH or any entity professionally linked to this Contest detects any anomaly or suspects that a participant is impeding the normal development of this Contest, illegally altering his/her registration or participation by means of any technical or computer procedure in order to falsify his/her participation, BOOKSY and/or LVFH may unilaterally eliminate the registration of this participation.

VIII. FORCE MAJEURE

BOOKSY and/or LVFH reserves the right to extend, modify, cancel or suspend this Contest or to take any reasonable measures that may be necessary in the event of force majeure or causes not attributable to BOOKSY and/or LVFH.

In the event that, due to the aforementioned causes, it is necessary to change the date of the Contest, BOOKSY and/or LVFH will communicate the new date to all participants through the official channel or by other means at its disposal.

In any case, BOOKSY and LVFH will be exempted from any obligation to compensate the participants if the aforementioned causes arise or if the Contest is suspended or canceled by law, a situation that will be made known to the participants as soon as possible.

IX. IMAGE RIGHTS AND INTELLECTUAL PROPERTY

Participants in the Contest authorize BOOKSY and LVFH, through their participation, to use and, where appropriate, extract their name and profile image from social networks, for subsequent dissemination and/or use in connection with their participation in the Contest.

The participants of the Contest expressly authorize BOOKSY and LVFH to use and reproduce by any means their image, voice and name, for subsequent dissemination and/or use in connection with their participation in the Contest and/or delivery and enjoyment of the award.

This authorization covers the use by BOOKSY and LVFH of the name, image and/or voice of the participants for promotional purposes in any media, whether analog or digital, print, audiovisual, digital, press, radio, internet and/or social networks of BOOKSY and LVFH worldwide, free of charge and for the maximum duration of the rights.

Notwithstanding the foregoing, BOOKSY and LVFH shall in no case be obliged to use the images, names and/or voice of the participants and may or may not use them partially, choosing the photographs, reproductions and/or making the cuts and/or adaptations it deems appropriate in each case.

The authorisations and the assignment contained in this clause are made free of charge, and the participants expressly agree not to receive any remuneration for this concept other than the delivery of the award to the winner and the participation fee paid.

X. ACCEPTANCE OF THE TERMS AND CONDITIONS

The simple participation in the present Contest implies the acceptance of the present legal bases, so that the manifestation in the sense of not accepting all or part of the same will imply the exclusion of the participant and as a consequence of this, BOOKSY and LVFH will be released from the fulfillment of the obligation contracted with said participant.

Your personal data will be processed according to the privacy policy ([link](#)).

XI. RESOLUTION OF DISPUTES AND APPLICABLE LAW

BOOKSY, LVFH and the participants of the Contest, by agreement and expressly waiving their own jurisdiction, agree that any litigious matter arising from these legal bases will be resolved by the Courts and Tribunals of the city of Madrid in accordance with the common Spanish laws.