

BOOKSY X LIVE FASHION AWARDS | EUROPEAN EDITION 2026 |

Terms & Conditions

(hereinafter referred to as the “Terms & Conditions”)

I. PARTICIPATION RULES AND JURY

1. **Booksy X Live Fashion Awards** is an international contest (hereinafter referred to as the “Contest”) organized by CÓDIGO DE ÉTICA, S.L.U., Tax ID B-38988739, with registered address at Calle Iris, 2-A, 38107 El Sobradillo, Santa Cruz de Tenerife, Spain (hereinafter referred to as “Live Fashion Hair Awards”).
2. These rules apply to the following award categories of “BXLFA026 EUROPEAN EDITION”:
 - 2.1. Barber- Male Hair Stylist: Best Fade,
 - 2.2. Barber- Male Hair Stylist: Best Free Style,
 - 2.3. Hairdresser: Best in Hair Styling,
 - 2.4. Hairdresser: Best in Hair Colour Design,
 - 2.5. Nails: Best Classic Manicure,
 - 2.6. Nails: Best Creative Manicure
3. Visit <https://www.livefashionhair.com/blfa026english>
4. To complete the form:
 - 4.1. Complete the fields on the form.
 - 4.2. Select the category for which you wish to apply (only one per submission).
 - 4.3. Attach images of your work (a maximum of 2 photos).
5. Please ensure that all fields in the form are completed.
6. By submitting a collection to the Contest, participants grant consent to:
 - 6.1. use their name, photographs, and materials for evaluation and publication on the official accounts of Booksy and Live Fashion Hair Awards, social media accounts, web properties, and associated press outlets;
 - 6.2. receive communications from Booksy related to the Contest, including information about participation, results, and prizes.
7. Separately, participants may optionally consent to receive marketing communications from Booksy related to its products and solutions. Providing such consent is voluntary and not a condition of participation in the Contest. Participants may withdraw their marketing consent and unsubscribe at any time in accordance with the instructions included in such communications and applicable law. Where permitted under applicable local law in the participant’s country of residence, participation in the Contest may be deemed as an expression of interest in receiving marketing communications from Booksy related to its products and solutions. In such cases, participants will always be informed of their right to object to or opt out of such communications at any time, in accordance with applicable law.
8. The Contest is specifically designed to recognize and celebrate beauty industry professionals. While all beauty industry experts are welcome to participate, the qualification criteria will award

three additional points to the final average score for those with an active Booksy Biz account in one of the following markets: France, Poland, the UK, or Spain.

9. Booksy Ambassadors may not participate in the Contest due to conflicts of interest, as they are part of the Contest jury. Booksy Ambassadors may be considered for other Live Fashion Awards categories not tied to Booksy.
10. **The announcement of finalists will be communicated via email starting from August 1st, 2026 (participation closing date: June 30th, 2026).** Finalists will also be announced through the official Booksy and Live Fashion Hair Awards social media accounts, web pages, and associated press outlets.
11. Submissions will be evaluated by an international panel of experts that includes Booksy Ambassadors.
12. Contest participation is free. No purchase or payment is required and, accordingly, no refunds shall apply in connection with withdrawal or disqualification. You have the flexibility to participate in multiple categories and submit multiple entries.
13. For additional Contest rules and requirements, please refer to Contest Rules: Section III, which contains additional details that will set you up for success.

II. ORGANIZING ENTITY, TIME SCOPE, TERRITORY AND PARTICIPANTS

1. Live Fashion Hair Awards is the organizer of the Contest “Booksy X LIVE Fashion Awards”.
2. The sponsor of the Contest is the Booksy Group, which consists of the following entities:
 - Booksy Inc., 2045 W Grand Ave Ste B PMB 991343 Chicago, IL 60612-1577, US,
 - Kiute a société par actions simplifiée, 42 rue de Maubeuge, CS 70049, 75009 Paris, France,
 - Booksy International sp. z o.o, Prosta 67 street, 00-838 Warsaw, Poland,
 - Booksy UK LTD, Ealing Cross, 1st floor, 85 Uxbridge Road, London W5 5TH, United Kingdom.
 - Booksy Iberia S.L.U., C. de Eloy Gonzalo, 27 Chamberí, 28010 Madrid, Spain.

(each individually and collectively referred to as “**Booksy**”).

For the purposes of these Terms & Conditions, any reference to “Booksy” shall mean the relevant entity within the Booksy Group that operates in, or is otherwise responsible for, the country of residence of the participant. The rights and obligations arising under these Terms & Conditions shall apply to the Booksy Group entity applicable to the participant’s country of residence.

3. Participation in the Contest is open to beauty professionals residing in France, Poland, the UK & Spain who comply with the following participation conditions:

- 3.1. All submissions must be directly made by participants through our online platform <https://www.livefashionhair.com/booksy>, choosing “**BXLFA026 European Edition**” and in the “**Submit**” section.
- 3.2. Submissions can be made independently or as part of an artistic team.
- 3.3. Booksy Ambassadors are not eligible to participate in the Contest. Neither can all those persons who have been directly or indirectly involved in the preparation of the Contest, nor their first-degree relatives by blood or affinity.
- 3.4. Participation is open only to individuals who are 18 years of age or older at the time of entry.
- 3.5. All beauty professionals registered in France, Poland, the UK and Spain are eligible to participate in the following award categories: Barber: Best Fade, Barber: Best Free Style, Hair Salon: Best in Hair Styling, Hair Salon: Best in Hair Colour Design, Nails: Best Classic Manicure, Nails: Best Creative Manicure.

III. REQUIREMENTS FOR THE CONTEST SUBMISSIONS

1. By submitting digital materials, you grant image rights to Booksy and Live Fashion Hair Awards for promotional use in accordance with clause IX of these Terms & Conditions. Submitted images must 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 or any element that reveals the author of the work, such as any element of the salon's corporate image.
2. Each submission must consist of a single work, and you can provide a maximum of **2 images** showing the work, which may include photographs of the head only, head and shoulders, or full body, all with the same model/work. We will evaluate not only the technique, but also other aspects such as image composition, lighting, and the overall originality of the artistic proposal.
3. The photographs and materials to be used for evaluation and publication on the official Booksy and Live Fashion Hair Awards accounts and associated press outlets will be used in accordance with the Terms & Conditions.
4. By submitting materials to the Contest, the participant represents and warrants that they hold all necessary rights, licenses, permissions, and consents required to submit and use the materials in accordance with these Terms & Conditions.
5. Where submitted materials include the image, likeness, or other identifiable features of any third party (including models), the participant confirms that they have obtained valid and enforceable written consent (model release) from such individuals permitting the use of their image, likeness, and related rights for participation in the Contest and for promotional, marketing, and editorial use by Booksy and Live Fashion Hair Awards.
6. The Participant agrees to indemnify and hold harmless Booksy and Live Fashion Hair Awards from any claims, demands, damages, or liabilities arising from a breach of this representation.

7. The express acceptance of these Terms & Conditions is a necessary condition to participate in the Contest and, consequently, to obtain the prize. Photos from participating users who do not comply with all the conditions established herein will be automatically disqualified.
8. Likewise, images with defamatory, libelous, insulting, threatening, rude, obscene, provocative, sexist, homophobic, discriminatory, or otherwise objectionable content or whose content contravenes the Terms & Conditions of use of www.livefashionhair.com are not allowed.
9. This includes, but is not limited to, images that do not comply with these Terms & 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 some way illegal and/or justify or encourage illegal activities or do not comply with all applicable laws; directly or indirectly violate any generally applicable legal provision; directly or indirectly violate the rights of third parties, including the violation of industrial and intellectual property rights (including copyrights), trade secrets, know-how, as well as the right to honor, privacy, and self-image; or include personal or offensive comments about Booksy, Live Fashion Hair Awards, their brands and/or their products or any third party.
10. Booksy and/or Live Fashion Hair Awards reserve 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.
11. The identity of the winning participants may be verified through official documents (identity card, passport, driver's license, etc.) at any time, including before and during the awards ceremony.
12. Booksy and/or Live Fashion Hair Awards reserve the right to reject participants under 18 years of age.

IV. PRIZES

1. These rules apply to the following award categories: Barber: Best Fade, Barber: Best Free Style, Hair Salon: Best in Hair Styling, Hair Salon: Best in Hair Colour Design, Nails: Best Classic Manicure Nails: Best Creative Manicure. The following prize structure set out in Section V (Prizes), point 3 "Prize Structure", applies to each award category.
2. **All winners will be announced in Tenerife, Spain, at the Live Fashion Hair Awards Global Edition event on October 18, 2026.** Finalists will be given an exclusive invitation to the event, although travel expenses incurred will be the responsibility of the finalist and will not be reimbursed by Booksy or Live Fashion Hair Awards.
3. Prize Structure:
 - 3.1. **Winner Prize** - EUR 1,000 cash prize, Physical Award, Swag, and a one (1) year Booksy Free Subscription (excluding paid add-ons, including Boost and similar features), subject to the applicable Booksy Biz app Terms of Service available at:
 - France: <https://biz.booksy.com/fr-fr/politique-de-confidentialite#terms-of-service>
 - Poland: <https://biz.booksy.com/pl-pl/polityka-prywatnosci#terms-of-service>
 - UK: <https://biz.booksy.com/en-gb/privacy-policy#terms-of-service>

- Spain: <https://biz.booksy.com/es-us/politica-de-privacidad#terms-of-service>
- 3.2. **Second Place Winner** - EUR 500 cash prize, diploma and Swag.
 - 3.3. **Third Place Winner** - EUR 250 cash prize, diploma and Swag.
4. Prize Definitions:
- 4.1. **“Physical Award”** means a tangible, non-monetary prize of a commemorative character, intended solely as a symbol of recognition, which does not constitute legal tender and is not redeemable for cash or other consideration.
 - 4.2. **“Swag”** means promotional merchandise bearing the Booksy brand or created in connection with the Promotion, including but not limited to branded tote bags, limited-edition apparel (such as T-shirts or jackets), phone accessories (e.g. phone clips), and similar items. Swag is non-cash in nature, provided for promotional and marketing purposes only, and is not redeemable for cash or other consideration.
5. Tax Compliance:
- 5.1. The winner is solely responsible for all federal, state, and local taxes, as well as any other costs or fees associated with prize acceptance and use. If required by law, Booksy reserves the right to withhold any portion of the prize to comply with tax regulations. As a condition of receiving the prize, the winner may be required to provide a valid Taxpayer Identification Number or completed tax forms for reporting purposes.
 - 5.2. Booksy may gross up the prize value by providing an additional cash award equal to the amount of the applicable withheld income tax. In this situation Booksy will calculate, withhold, and remit such taxes to the relevant tax authorities in accordance with applicable laws.

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

1. Each participant must comply with all the conditions established above.
2. The announcement of the finalists in the Live Fashion Hair Awards categories will be communicated via email starting **August 1st, 2026**, and will also be announced through the official Booksy and Live Fashion Hair Awards accounts, web properties, and associated press outlets.
3. Submissions will be evaluated by an international panel of experts, past winners and official Booksy Ambassadors, as explained in the Terms & Conditions.
4. After passing the initial quality filter and confirming that the application for participation complies with the established guidelines outlined in Section III, accepted collections will be published on social media and the website as the official Booksy X Live Fashion Awards 2026 collections.
5. The materials presented by the contestants and their rights will be transferred to Booksy & Live Fashion Hair Awards for exclusive use in the dissemination/communication of said awards in case of being a finalist/winner, according to Section IX of these Terms & Conditions.

6. Each selected jury member, as described in these Terms & Conditions, will evaluate the provided materials and assign a score to each submission. Points will be awarded on a scale of 1 to 12, with 12 being the maximum score. Winners in each category will be determined based on the average score received by all jurors. 3 additional points will be added to the final average score for those with an active Booksy Biz account in one of the following markets: France, Poland, the UK or Spain. It is not necessary to be a Booksy Biz user to participate.
7. The decisions made by the jury are final. The jury has the authority and responsibility to accurately interpret the participation guidelines and ensure their correct implementation. There is no appeal process, and correspondence regarding claims will not be considered.
8. Participants explicitly accept the Terms & Conditions of participation. Once the selection process has begun, no information will be provided to candidates or finalists to avoid undue pressure or interference.
9. Live Fashion Hair Awards commits to communicating, using the contact data provided by the participants in the registration form, all essential information and notices related to the Contest.
10. Live Fashion Hair Awards reserves the right to declare the awards void in categories where there is insufficient participation, with a minimum requirement of 5 applications per category.
11. Key Contest Dates:
 - 11.1. Registration Start: **February 23, 2026,**
 - 11.2. Registration End: **June 30, 2026,**
 - 11.3. Announcement and Communication with Winners: **Starting August 1, 2026,**
 - 11.4. Experience/Event: **October 18, 2026, Tenerife, Spain.**
12. **Withdrawal of Participation.** Participants may withdraw their submission from the Contest at any time prior to the announcement of finalists by providing written notice to Live Fashion Hair Awards. Withdrawal after the announcement of finalists, or after the submission materials have been published, shortlisted, or otherwise used in connection with the Contest, shall not be possible. In the event of withdrawal, the participant acknowledges and agrees that any licenses, consents, or rights granted to Booksy and/or Live Fashion Hair Awards prior to such withdrawal shall remain valid with respect to materials already submitted, published, or used for promotional, marketing, archival, or editorial purposes.

VI. MARKETING ACTIONS TO PUBLICIZE THE CONTEST

The Contest will be publicized via email and through the official social media accounts and web properties of Booksy and Live Fashion Hair Awards.

VII. FRAUD

In the event that Booksy and/or Live Fashion Hair Awards or any entity professionally linked to this Contest detects any anomaly or suspects that a participant is hindering the normal development of this Contest, illegally altering their registration or participation through any technical or computer procedure to falsify their participation, Live Fashion Hair Awards may unilaterally eliminate the registration of this participation.

VIII. FORCE MAJEURE

1. Live Fashion Hair Awards reserves the right to extend, modify, cancel, or suspend this Contest or take reasonable measures that are necessary in case of force majeure or causes not attributable to Booksy and/or Live Fashion Hair Awards.
2. If, due to the aforementioned causes, it is necessary to change the date of the Contest, Live Fashion Hair Awards will communicate the new date to all participants through the official channel or by other means at their disposal.
3. In any case, Booksy and/or Live Fashion Hair Awards will be exempt from any obligation to compensate participants if the aforementioned causes arise or if the Contest is suspended or canceled by law, a situation that will be communicated to participants as soon as possible.

IX. IMAGE RIGHTS AND INTELLECTUAL PROPERTY

1. Participants in the Contest authorize Booksy and Live Fashion Hair Awards, by their participation, to use and, where applicable, extract their name and profile image from social media, for subsequent dissemination and/or use in connection with their participation in the Contest.
2. Contest participants expressly authorize Booksy and Live Fashion Hair Awards to use and reproduce by any means their image, voice, and name recorded in the form of photo, audio, and video during their participation in the Contest and the event, particularly during the award presentation, for subsequent dissemination and/or use.
3. This authorization covers the use by Booksy and Live Fashion Hair Awards of the name, image, and/or voice of the participants for promotional purposes in any medium, whether analog or digital, print, audiovisual, digital, press, radio, internet, and/or social media of Booksy and Live Fashion Hair Awards worldwide, free of charge and for the maximum duration of the rights.
4. Notwithstanding the foregoing, Booksy and Live Fashion Hair Awards will not be obliged in any case to use the images, names, and/or voice of the participants and may use them totally or partially, choosing the photographs, reproductions, and/or making the cuts and/or adaptations they deem appropriate in each case.
5. The authorizations and assignments contained in this clause are made free of charge, and participants expressly agree not to receive any remuneration for this concept other than the delivery of the prize to the winner.

X. PRIVACY POLICY

1. Personal data of the Contest participants will be processed separately by the Organizer and the relevant Booksy Group entity (the Booksy company that operates in, or is responsible for, the country where the participant lives), each of which acts as an independent data controller for their respective activities. The full list of Booksy Group entities is included in sec. II(2) of these T&C. The description of roles and data processing activities is as following:
 - 1.1. CÓDIGO DE ÉTICA, S.L.U. (Live Fashion Hair Awards)
 - 1.1.1. Role in the Contest: Organizer of the Contest.
 - 1.1.2. Role in Data Processing: Data Controller responsible for the application process, verification of eligibility, evaluation of submissions, selection of finalists/winners, and the organization of the event/gala.

- 1.1.3. Contact details: Calle Iris, 2-A, 38107 El Sobradillo, Santa Cruz de Tenerife, Spain; email: info@livefashionhair.com.
 - 1.2. Booksy:
 - 1.2.1. Role in the Contest: Sponsor of the Contest.
 - 1.2.2. Role in Data Processing: Data Controller responsible for: using the participant's image, name, and materials for marketing and promotional purposes on Booksy's official accounts and associated press outlets; and sending optional marketing communications related to Booksy Group products and solutions.
 - 1.2.3. Contact Details: email address to the Data Protection Officer - dpo@booksy.com; mailing addresses included in sec. II(2) of these T&Cs.
2. Depending on the participation, the following data may be processed: identification and contact details, professional information, data included in the submitted content, image, voice, and likeness captured during the Contest or event, and data included in communications related to participation and results. Controllers process the data that the participants provide, as well as any data the controllers create in the course of evaluating submissions and electing winners.
3. Personal data of the Participants is processed under the following legal basis:
 - 3.1. To run the Contest - This includes registration, reviewing entries, contacting participants, and selecting winners. Legal basis: necessary to perform the Contest agreement. Controller: Live Fashion Hair Awards.
 - 3.2. Promotion and publicity - Participant's names, image, voice, or submitted materials may be published on official websites, social media or press channels. Legal basis: legitimate interest. Controllers: Live Fashion Hair Awards and Booksy (each independently for its own purposes).
 - 3.3. Booksy Marketing Communications - Participants may receive marketing communications from Booksy. Legal basis: Booksy's legitimate interest in promoting its services to the professionals participating in the Contest based on participant's opt-in. Controller: Booksy.
 - 3.4. Legal and Compliance Purposes - Participant's Data may be used to meet legal obligations or to establish, exercise or defend legal claims. Legal basis: legitimate interest in exercising our rights or defending them, and the need to meet legal obligations. Controllers: Live Fashion Hair Awards and Booksy (each independently for its own purposes).
4. Personal data may be transferred to and processed outside of the European Economic Area (which consists of the European Union member countries as well as Norway, Lichtenstein and Island) and the UK. Such transfers take place based on lawful transfer mechanisms permitted under the GDPR. Participants have the right to obtain information on the data transfer safeguards and their copy.
5. Submitted materials and related information, including personal data, will be made available to the jury members for the sole purpose of evaluating submissions and selecting finalists and winners. Personal data may also be disclosed to trusted third-party service providers supporting the organization and promotion of the Contest (such as IT, hosting, communication, event,

marketing, and media partners), as well as to professional advisors or public authorities where required by law. Where applicable and in line with the granted permissions, certain materials (including name, image, voice, or submitted content) may be published on official websites, social media channels, or press outlets of Live Fashion Hair Awards and/or Booksy.

6. Data privacy requests should be directed to the relevant controller, depending on which entity processes the data. For Booksy the contact email address is dpo@booksy.com, regardless of which Booksy Group entity the request relates to.
7. Participants have the following privacy rights: to access their data, to rectify their data, to request deletion of their data, to object to data processing, to restrict the processing of their data, to request data portability, to withdraw consent to process their data, if data processing is based on a consent. Participants have the right to lodge a complaint with a competent data protection authority (for Poland: PUODO; for France: CNIL; for Spain: AEPD; for the UK: ICO).
8. For Content purposes, personal data is kept only for as long as needed to run the Contest, contact participants, select winners, and organize the final event. Some participant materials may be published online and shared through the official websites, social media channels, and press outlets of Live Fashion Hair Awards and Booksy, in accordance with the granted permissions. After the Contest ends, personal data is kept only where required by law. This applies mainly to tax and accounting records for participants who receive a prize. Participants who do not receive a prize are not kept for tax purposes. Booksy may retain the necessary details of Participants for the purpose of sending them its marketing communications, until the Participant unsubscribes. Some information may also be kept for a limited time to handle disputes, respond to official requests, or protect the rights and interests of the data controllers. When it is no longer needed, the data is securely deleted or anonymized.
9. Providing personal data is voluntary, but required in order to participate in the Contest. If the required data is not provided, participation in the Contest will not be possible. Consent for receiving marketing communications is always optional and does not affect the ability to participate.
10. Participation in the Contest does not involve automated decision-making or profiling. All submissions are reviewed and evaluated by human judges, and decisions regarding selection of finalists and winners are made by an expert jury.

XI. LIMITATION OF LIABILITY

1. To the maximum extent permitted by applicable law, Booksy and/or Live Fashion Hair Awards shall not be liable for any direct, indirect, incidental, consequential, or special damages arising out of or in connection with participation in the Contest, including but not limited to loss of profits, loss of opportunity, loss of data, or reputational harm.
2. Booksy and/or Live Fashion Hair Awards shall not be responsible for:
 - 2.1. technical failures, interruptions, or delays affecting the submission platform or communications;
 - 2.2. lost, delayed, incomplete, or corrupted submissions;

- 2.3. cancellation, postponement, modification, or relocation of the Contest or the awards event due to force majeure or reasons beyond their reasonable control;
 - 2.4. any travel, accommodation, or related expenses incurred by finalists or participants in connection with the Contest or awards ceremony.
3. Participation in the Contest is at the participant's sole risk.

XII. GOVERNING LAW AND VENUE

These Terms & Conditions shall be governed by and construed in accordance with the laws of the country of residence of the participant. Nothing in these Terms & Conditions shall deprive the participant of the protection afforded to them by mandatory provisions of consumer protection law applicable in their country of residence. Any disputes arising out of or relating to this Contest shall be subject to the jurisdiction of the competent courts of the participant's place of residence.

XIII. ACCEPTANCE OF THE TERMS & CONDITIONS

1. By submitting a Contest entry and participating in the Contest, the participant accepts that they have read, fully understood, and accepted the presented Terms & Conditions. Failure to accept all or part of the same implies the exclusion of the participant and, as a consequence of this, Booksy and Live Fashion Hair Awards will be exempt from fulfilling the obligation contracted with said participant.
2. The provisions concerning image rights, intellectual property, liability, and third-party consents shall survive the termination or withdrawal from the Contest.