

## BOOKSY X LIVE FASHION AWARDS | AMERICAN EDITION 2026

### Official Participation Rules & Requirements

**Booksy X Live Fashion Awards** is an international 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**”), exclusively for Booksy (hereinafter referred to as the “**Contest**”).

The Contest is sponsored by Booksy Inc., 2045 W Grand Ave Ste B PMB 991343 Chicago, IL 60612-1577, United States of America (hereinafter referred to as “**Booksy**”).

### Participation Rules for Commercial Collections:

These rules apply to the following award categories: BXLFA026 AMERICAN EDITION

- 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 Salon Impact Award
1. Visit [www.livefashionhair.com](http://www.livefashionhair.com) and look for the BXLFA planet and select “**American Edition submit now**”.
  2. To complete the form:
    - a. Select the category for which you wish to apply.
    - b. Attach images of your work (a maximum of 2 photos).
    - c. Ensure you complete all fields on the form.
  3. Please ensure that all fields in the form are completed.
  4. By submitting a collection to the Contest, participants grant consent to:
    - a. 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;
    - b. receive communications from Booksy related to the Contest and prizes, but also marketing communications related to the products and solutions offered by Booksy. Marketing communications from Booksy are optional and subject to applicable law. Participants may unsubscribe at any time in accordance with the instructions included in such communications.
  5. 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 the United States.

6. Booksy Ambassadors may not participate in the Booksy X Live Fashion Awards 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.
7. The announcement of finalists will be communicated via email starting from June 1, 2026 (participation closing date: May 20, 2026). Finalists will also be announced through the official Booksy and BXLFA social media accounts, web pages, and associated press outlets.
8. Submissions will be evaluated by an international panel of experts that includes Booksy Ambassadors.
9. Contest participation is free. No purchase or payment is required. You have the flexibility to participate in multiple categories and submit multiple entries.
10. For additional contest rules and requirements, please refer to Contest Rules: Section III, which contains additional details that will set you up for success.

## **CONTEST RULES**

### **I. ORGANIZING ENTITY, TIME SCOPE, TERRITORY AND PARTICIPANTS**

“**Live Fashion Hair Awards**” will organize the contest “**Booksy X LIVE Fashion Awards**” (the “**Contest**”) on behalf of Booksy and their global community of beauty professionals. Finalists for Commercial Collections and the Best of Booksy Award Winner will be announced starting **June 1, 2026**, and the prizes will be distributed at the Live Fashion Hair Awards Americas Edition on **September 20, 2026** in New York.

Participation in the Contest is open to beauty professionals residing in the United States of America, who are of legal age and who comply with the following participation conditions:

1. All submissions must be directly made by participants through our online platform [www.livefashionhair.com](http://www.livefashionhair.com), choosing “**BXLFA026 American Edition**” and in the “**Submit**” section.
2. Submissions can be made independently or as part of an artistic team.
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.
4. Participation is open only to individuals who are **18 years of age or older** at the time of entry.
5. All beauty professionals registered in the United States 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, The Salon Impact Award.

### **II. OBJECT OF THE CONTEST**

The contest welcomes submissions in the following categories:

- a. Barber: Best Fade
- b. Barber: Best Free Style
- c. Hair Salon: Best in Hair Styling
- d. Hair Salon: Best in Hair Colour Design

- e. Nails: Best Classic Manicure
- f. Nails: Best Creative Manicure
- g. The Salon Impact Award

### 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 and 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 BXLFA accounts and associated press outlets will be used in accordance with the terms and conditions.
4. The express acceptance of these legal terms 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.
5. 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](http://www.livefashionhair.com) are not allowed.
6. 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 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, BXLFA, their brands and/or their products or any third party.
7. Booksy and/or BXLFA 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.
8. 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.

### 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 Salon Impact Award. The following prize structure set out in Section IV (Prizes), point 3 "Prize Structure", applies to each award category.

2. All winners will be announced in New York, USA, at the Live Fashion Hair Awards Americas Edition event on September 20, 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 BXLFA.
3. Prize Structure:
  - 3.1. **Grand Prize Winner** - USD 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: <https://biz.booksy.com/en-us/privacy-policy>
  - 3.2. **Second Place Winner** - USD 500 cash prize, Physical Award, and Swag.
  - 3.3. **Third Place Winner** - USD 250 cash prize, Physical Award, 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. Recipients of prizes who reside in the United States are required to include prizes in their taxable income and will be issued a 1099-MISC form showing the prize income received. Prize winners can contact a tax professional for guidance on how to incorporate the income into their personal tax return.
  - 5.2. Contestants will need to fill out and submit an IRS Form W-9 to Booksy to receive any prizes won.

## 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 BXLFA categories and the winner of the Best of Booksy award will be communicated via email starting **June 1, 2026**, and will also be announced through the official Booksy and BXLFA accounts, web properties, and associated press outlets.
3. Submissions will be evaluated by an international panel of experts, including past winners and official Booksy Ambassadors, as explained in the terms and conditions.
4. After passing the initial quality filter and confirming that the application for participation complies with the established guidelines, accepted collections will be published on social media and the website as official Booksy X Live Fashion Awards 2026 collections. 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 clause IX of these terms and conditions.

5. Each selected jury member, as described in these terms, 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 the United States. This condition applies only to the Commercial Collections competition, as it is not necessary to be a Booksy Biz user to participate.
6. The Booksy X Live Fashion Awards are the property of Booksy; 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 correct implementation. There is no appeal process, and correspondence regarding claims will not be considered.
7. Participants explicitly accept the terms and conditions of participation. Once the selection process has begun, no information will be provided to candidates or finalists to avoid undue pressure or interference.
8. The organisers commit to communicating, using the contact data provided by the participants in the registration form, all essential information and notices related to the Contest.
9. The organisers reserve the right to declare the awards void in categories where there is insufficient participation, with a minimum requirement of 5 applications per category.

#### 10. Key Contest Dates

10.1. Registration Start: **January 15, 2026**

10.2. Registration End: **May 20, 2026**

10.3. Communication of Commercial Collections finalists: **Starting June 1, 2026**

10.4. Experience/Event: **September 20, 2026, New York, USA.**

### 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 BXLFA.

### VII. FRAUD

In the event that Booksy and/or BXLFA 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, Booksy and/or BXLFA may unilaterally eliminate the registration of this participation.

### VIII. FORCE MAJEURE

1. Booksy and/or BXLFA reserve 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 BXLFA.
2. In the event that, due to the aforementioned causes, it is necessary to change the date of the Contest, Booksy and/or BXLFA 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 BXLFA 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 BXLFA, 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 BXLFA 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 BXLFA 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 BXLFA worldwide, free of charge and for the maximum duration of the rights.
4. Notwithstanding the foregoing, Booksy and BXLFA 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 assignment 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.

## **XI. PRIVACY POLICY**

1. The Contest involves two entities, each of which acts as an independent controller for their respective activities:
  - a. CÓDIGO DE ÉTICA, S.L.U. (Live Fashion Hair Awards)
    - i. Role in the Contest: Organizer of the Contest.
    - ii. 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.
    - iii. Contact details: Calle Iris, 2-A, 38107 El Sobradillo, Santa Cruz de Tenerife, Spain; email: [info@livefashionhair.com](mailto:info@livefashionhair.com).
  - b. Booksy Inc.
    - i. Role in the Contest: Sponsor of the Contest.
    - ii. 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 products and solutions.
    - iii. Contact Details: 2045 W Grand Ave Ste B PMB 991343, Chicago, IL 60612-1577, United States, [dpo@booksy.com](mailto:dpo@booksy.com), + 1 206 735 3553.

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 Content or event, data included in communications related to participation and results.
3. Personal data of the Participants is processed under the following legal basis:
  - a. 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.
  - b. 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).
  - c. 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. Controller: Booksy.
  - d. 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 our legal obligations. Controllers: Live Fashion Hair Awards and Booksy (each independently for its own purposes).
4. Personal data may be transferred to and processed in the United States, where Booksy Inc. is established. For participants located in the European Union or United Kingdom, such transfers take place based on lawful transfer mechanisms permitted under the GDPR. Participants from the EU/UK have the right to obtain information on the data transfer safeguards.
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.
7. Depending on the residency of the Participants, Participants have the following privacy rights:
  - a. For EU residents: 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. Additionally, participants located in the European Union have the right to lodge a complaint with a competent data protection authority;
  - b. For US residents: to know what personal information is collected and how it is used, to request access to their data, to request deletion of their data, to request correction of inaccurate data, object to data selling and sharing, opt-out of your data being used for

targeted advertising or profiling, not to be discriminated against for exercising privacy rights, appeal any denial of the above rights. US Participants can additionally contact the competent General Attorney in accordance with the relevant US state privacy law that is applicable.

8. Booksy does not share or sell Participant's personal data.
9. 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.
10. 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.
11. 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.

## **X. GOVERNING LAW AND VENUE**

These terms and conditions shall be governed by and construed in accordance with the laws of the State of Illinois, without regard to its conflict of law principles. Any disputes arising out of or relating to this Contest shall be resolved exclusively in the state or federal courts located in Cook County, Illinois.

## **XI. ACCEPTANCE OF THE TERMS AND CONDITIONS**

By submitting a contest entry and participating in the Contest, the participant accepts that they have read, fully understood, and accepted the presented terms and conditions. Failure to accept all or part of the same implies the exclusion of the participant and, as a consequence of this, Booksy and BXLFA will be exempt from fulfilling the obligation contracted with said participant.