

Official Participation Rules & Requirements “(hereinafter referred to as the “**T&C**”)”

Booksy X Live Fashion Awards is an international contest organized by the company Código de Ética, S.L.U. with registered office at Calle 2A Iris, El Sobradillo, 38107 Santa Cruz de Tenerife, registered in the Commercial Register of Santa Cruz de Tenerife, with CIF B38988739 (hereinafter referred to as “**Live Fashion Hair Awards**” or “**LVFH**”) (hereinafter referred to as the “**Contest**”).

The Contest is sponsored by:

- **Booksy UK Ltd**, The Foundry, 78, The Beacon, 68 Arndale Centre, Eastbourne BN21 3NW, United Kingdom (hereinafter referred to as “**Booksy UK**”);
- **Booksy Iberia S.L.U.**, Paseo De La Castellana 216 9 Despacho 918 Madrid, Spain (hereinafter referred to as “**Booksy Spain**”);
- **Kiute SAS (société par actions simplifiée)**, 100, rue La Fayette, 75010 Paris, France (hereinafter referred to as “**Booksy France**”);

hereinafter jointly referred to as “**BOOKSY**”.

Participation Rules for the Trade Collections:

These rules apply to the following award categories: Best Fade, Best Free Style, Best Colour Transformation, Best Commercial Look, Best Classic Manicure, **and** Best Creative Manicure.

1. **Visit** www.livefashionhair.com/booksyeurope look for the Booksy X LIVE Fashion Awards logo and navigate to the "Submit" section.
2. **To complete the form:**
 - A. Select the category you wish to apply for.
 - B. Attach images of your work (up to 6 photos max).
 - C. You will also have the option to attach a PDF portfolio.
3. By submitting a collection to the Contest, participants give consent for:
 - A. Using their name and the photographs and materials for evaluation and publication on official BOOKSY and Live Fashion Awards accounts, social media accounts, web properties, and associated press media;
 - B. Receiving communications from BOOKSY pertaining to the Contest and awards, but also marketing communications related to products and solutions offered by BOOKSY.
4. BOOKSY Ambassadors are not allowed to participate in the Booksy X Live Fashion Awards. BOOKSY Ambassadors may be considered for other awards categories not associated with BOOKSY. To remove doubts, employees of Booksy Ambassadors can participate in the Contest.
5. The announcement of the finalists **will be communicated via email from May the 1st, 2025, and May the 15th, 2025**. Finalists will also be announced through official BOOKSY and Live

Fashion Hair Awards social media accounts, web properties, and associated press media.

6. The submissions will be evaluated by an international panel of experts including Live Fashion Hair Awards Ambassadors, previous winners, and official BOOKSY Ambassadors.
7. Contest participation is free. You have the flexibility to participate in multiple categories and submit multiple entries.
8. For additional contest rules and requirements please refer to Contest Rules below.

In the event of conflict or inconsistency between the Participation Rules and the Contest Rules, the Contest Rules shall prevail.

CONTEST RULES

I. TIME SCOPE, TERRITORY AND PARTICIPANTS

Participation in the Contest is open to beauty professionals residing in the European Union, who are of legal age, and who meet the following conditions of participation:

1. All submissions must be directly made by participants through our online platform www.livefashionhair.com/booksyeurope look for the Booksy X Live Fashion Awards logo and navigate to 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 people who have been directly or indirectly involved in the elaboration of the Contest, nor their relatives in the first degree by blood or affinity. To remove doubts, employees of Booksy Ambassadors can participate in the Contest.
4. Minors under 18 years of age are not eligible to participate.
5. All registered beauty professionals in the European Union are eligible to participate in the following award categories: Best Fade, Best Free Style, Best Colour Transformation, Best Commercial Look, Best Classic Manicure, and Best Creative Manicure.

II. OBJECT OF THE CONTEST

The contest welcomes submissions in the following categories:

- Best Fade
- Best Free Style
- Best Colour Transformation
- Best Commercial Look
- Best Classic Manicure
- 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 according to clause IX of these T&Cs. 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 15 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.
2. Each submission should consist of a single work, and you can provide a maximum of 6 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.
3. The photographs and materials to be used for evaluation and publication on official BOOKSY and Live Fashion Awards accounts and associated press media will be used according to the T&Cs.
4. 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/booksyeurope are not allowed. This includes, but is not limited to, images that do not comply with these T&Cs; 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 generally applicable legal provisions; 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 (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 its brands and/or its products or any third party.
5. BOOKSY and/or Live Fashion Hair Awards 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.
6. 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

All award winners will be announced in Santa Cruz de Tenerife, Spain during the gala of the Live Fashion Hair Awards, on July 20th, 2025. Finalists will be given an exclusive invitation to the event, though any incurred travel expenses are the responsibility of the finalist and will not be reimbursed by BOOKSY nor Live Fashion Hair Awards.

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

1. Each participant must comply with all of the conditions set forth above. The announcement of the finalists will be communicated via email from May the 1st, 2025, and May the 15th, 2025, and will also be announced through official BOOKSY and Live Fashion Hair Awards accounts, web properties, and associated press media.
2. The submissions will be evaluated by an international panel of experts including Live Fashion Hair Awards Ambassadors, previous winners, and official BOOKSY Ambassadors, as explained in the terms and conditions.

BOOKSY Specific Requirements:

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 collections. The participants will transfer or, if applicable law requires that the transfer of such rights be made in writing or in other specified form of legal actions or deeds, shall grant a license to materials submitted to BOOKSY & Live Fashion Hair Awards for use in the dissemination and communication of said materials in case of being a finalist/winner according to clause IX of these terms and conditions.

Each member of the selected jury, as described in these terms, will assess the provided materials and assign a score to each submission. Points will be awarded on a scale of 1 to 10, with 10 being the maximum score. The winners in each category will be determined based on the average points received across all jurors.

The Booksy X Live fashion 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 organizers commit to communicate using the contact details of participants provided in the submission form all essential information and notices related to the Contest.

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

Key Contest Dates

- Registration begins: 24 February 2025
- Registration ends: 15 April 2025
- Trade Collection Finalist Communication: from 1 May 2025 to 15 May 2025
- Award Experience: 20 July 2025, Santa Cruz de Tenerife, Spain

VI. MARKETING ACTIONS TO PUBLICIZE THE CONTEST

The Contest will be publicized through email and official BOOKSY and Live Fashion Hair Awards social media accounts and web properties.

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 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 Live Fashion Hair Awards may unilaterally eliminate the registration of this participation.

VIII. FORCE MAJEURE

BOOKSY and/or Live Fashion Hair Awards 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 Live Fashion Hair Awards.

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

In any case, BOOKSY and Live Fashion Hair Awards 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 recorded in the form of photo, audio, and video during their participation in the Contest and event in particular during delivery of the award, for subsequent dissemination and/or use.

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 media, whether analog or digital,

print, audiovisual, press, radio, internet, and/or social networks of BOOKSY and Live Fashion Hair Awards worldwide, free of charge and for the maximum duration of the rights.

Notwithstanding the foregoing, BOOKSY and Live Fashion Hair Awards shall in no case be obliged to use the images, names, and/or voices 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 authorizations 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.

X. ACCEPTANCE OF THE TERMS AND CONDITIONS

By submitting a contest submission and participating in the Contest, the participant agrees that has read, fully understood, and accepted the presented terms and conditions. Lack of acceptance of all or part of the same will imply the exclusion of the participant and as a consequence of this, BOOKSY and Live Fashion Hair Awards will be released from the fulfillment of the obligation contracted with said participant.

XI. RESOLUTION OF DISPUTES AND APPLICABLE LAW

BOOKSY, LVFH, and the participants of the Contest, by mutual agreement and expressly waiving their own jurisdiction, agree that any litigation arising from these legal terms shall be resolved by the Courts of Madrid in accordance with the common Spanish legislation.