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# Technical Handbook *Hairdressing*

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In partnership with

**L'ORÉAL**  
PROFESSIONNEL  
PARIS

## Contents:

Hairdressing Competitions Sponsors .....	Page 3
World Skills UK Competitions Time Line .....	Page 4
Hairdressing Overview .....	Page 4
Hairdressing Career Pathway... ..	Page 5
WorldSkills UK Registration.....	Page 6
Pre-competition Activity... ..	Page 6
WorldSkills UK Hairdressing Competition Structure.....	Page 7
Specification of the Tasks .....	Page 9
WorldSkills UK Hairdressing Competitions: Task Overview.....	Page 9
World Skills UK Hairdressing – Stage 1 Photographic Assessment & Marking .....	Page 10
World Skills UK Hairdressing – Stage 2 National Qualifiers .....	Page 11
WorldSkills UK Live Hairdressing National Final Marking and Assessment .....	Page 14
WorldSkills UK Live National Final what to expect .....	Page 18
Training for WorldSkills UK Live National Final .....	Page 18
Digital Resources.....	Page 19
Photos – Top Tips .....	Page 23
Judges Top Tips .....	Page 28
Competition Rules – Stage 2 National Qualifier Regional Heats .....	Page 29
Competition Rules – Stage 3 National Final .....	Page 30
Beyond WorldSkills UK Live National Finals.....	Page 31
Contact Details .....	Page 32
Data Privacy Policy .....	Page 33








We would like to thank all of our industry leading sponsors that are passionate about finding the top talented apprentices and make this competition possible:



The WorldSkills UK Hairdressing competition is managed by L'Oreal Professionnel



## World Skills UK Competition Timeline

 <b>27<sup>th</sup> Feb 2023 – 24<sup>th</sup> March 2023</b>  <b>Registration</b> enter your students and learners into competitions		 <b>April 2023</b>  <b>Passive stage</b> the first stage of competition is a remote or online test	 <b>June 2023</b>  <b>National Qualifiers</b> competitors take part in regional qualifying heats
 <b>July 2023</b>  <b>Announcement of finalists</b> scores are quality assured and Finalists are announced	 <b>August – October 2023</b>  <b>Training and Development</b> preparing and practicing to compete in the National Finals	 <b>November 2023</b>  <b>National Finals</b> The top 8 competitors from the UK will be invited to compete over 3 days	 <b>December 2023</b>  <b>Squad UK</b> those who are age eligible and have achieved the benchmark score will be invited to opt into Squad UK 12 months later, at the start of the WorldSkills Lyon 2024 journey

## Hairdressing Overview:

Hairdressing is one of the largest careers within the Beauty & Fashion industry.

Hairdressing includes a wide range of technical, artistic, and interpersonal skills, you should have high standards, and be able to demonstrate your problem solving abilities.

The WorldSkills UK/ Hairdressing competitions provide the opportunity for Apprentice Hairdressers to demonstrate the technical skills required to be a successful Hairdresser.

Competitors are required to work on a variety of tasks, which will test the skills and abilities of a commercial Hairdresser

This guide will provide you with a clear path to follow, from the initial registration to the National finals and beyond.

## Career Pathway:

### What is the job role?

As a Hairdresser, You will be responsible for:

Cutting  
Styling  
Colouring  
Perming  
Barbering  
Consultations & Advice  
Homecare advice

As a Hairdresser, you will need to demonstrate excellent practical skills, the ability to work quickly with attention to detail, the ability to work without supervision, good communication skills, the ability to follow written and verbal instructions.

### Other Careers in Hairdressing

Your Hairdressing career is not limited to just working in a salon, other careers in Hairdressing may include:

Colour Specialist  
Cutting / Styling Specialist  
Session Stylist / Freelance  
Film & TV / Theater  
Education  
Sales

### Qualifications

You will initially be trained in Hairdressing Level 1 & 2 and then progress to Hairdressing Level 3  
Other professional Qualifications will be undertaken throughout your Career to maintain & develop your skills

### Working hours and salary

Most Hairdressers work 40 hours a week, from Monday to Saturday.

Being a Hairdresser can be physically demanding as you will be on your feet all day, and it is important to look after your posture and Hands .

As an apprentice you may expect to earn between £7,000 – £13,000 depending on your age and stage of training.

Once you are qualified the average Hairdressing salary in United Kingdom is £25,000 per year or £12.82 per hour.

Entry level positions start at £16,400per year while most experienced workers make up to £78,975 per year.

(Average salary's taken from <https://neuvoo.co.uk/salary/?job=Hairdresser>)

## Registration:

For information and resources, including how to register, competition rules, and the steps to competing, Visit:

<https://www.worldskillsuk.org/skills/national-competitions/>

You will be required to Register to enter the World Skills UK Hairdressing Competition

**Only work submitted from registered competitors will be judged**

Registration is open from **27<sup>th</sup> Feb 2023 – 24<sup>th</sup> March 2023**

Registration must be completed via [www.worldskillsuk.org](http://www.worldskillsuk.org)

## Pre-competition Activity:

Pre-competition is devised so that competitors Can familiarize themselves with competition style activities even if you have a fellow student to judge a completed work task during a practical session at college/training provider.

It also helps you to familiarize yourself with current industry processes and procedures for completing a range of tasks you may need to complete.

For information and resources, including a detailed Pre-Competition Activity Pack Please Email :

[Richard.howell@loreal.com](mailto:Richard.howell@loreal.com)

## Competition Structure

### Stage 1 – Entry Stage - Photographic Entry

#### Test A

You will be required to produce a Piece of work in line with the Test A brief ( Please refer to the Stage 1 Test Project )

You will be required to submit **4** Photographs of your work

These photographs MUST be clearly from all 4 aspects ( **Front / Back / Left profile / Right profile** )

***Any photographs not from these aspects will NOT be judged and will score a zero***

More advice on the best way to Photograph and submit your work is detailed further on in this Handbook

***Please ensure that you submit ALL 4 PHOTOGRAPHS as missing images will be marked as a zero and will affect your score***

All photographs must be submitted by **Thursday 6<sup>th</sup> April 2023**

Your Photographs should be sent to Richard Howell via Whatsapp ( **07771 607446** )  
or via email - [richard.howell@loreal.com](mailto:richard.howell@loreal.com)

Any photographs submitted by any student who are **NOT** Registered will Not be judged

#### Stage 1 Judging

All submitted photographs will be judged between 17<sup>th</sup> – 25<sup>th</sup> April

Results will be sent to all competitors and Tutors by Friday 5<sup>th</sup> May

***Please note that the results will only state if they have reached the next stage of the competition, and WILL NOT indicate their individual score***

All competitors who score 60% or higher will be invited to compete at the stage 2 of the competition, this will be a Live competition Heat

2023 live heats will take place throughout June, and will be in the following regions ( Venues TBC )

5<sup>th</sup> June 2023 - Northern Irish region

6<sup>th</sup> June 2023 -Scottish & Northern region

7<sup>th</sup> June 2023 - Midlands region

12<sup>th</sup> June 2023 - South west / South Wales region

19<sup>th</sup> June 2023 - North East Region

20<sup>th</sup> June 2023 - North West / North Wales region

27<sup>th</sup> June 2023 -Southern region

When submitting your work please indicate your preferred region

***( please note we CAN NOT guarantee your preferred region but will endeavor to allocate as close as possible )***

## Stage 2 - National Qualifiers – Live Heats

In 2023 we will conduct the national qualifiers at LIVE regional heats,

*NB: if COVID restrictions are issued then we will conduct the National Qualifiers as a remote competition.*

Ensure you're ready to compete in your National Qualifiers by studying the National Qualifier Brief.  
The National Qualifier consists of 3 tasks

### Test A – Photographic Submission

Test A will be your Stage 1 passive stage submission – you WILL NOT need to recreate your work  
Your score for the passive entry form part of your overall score for the National Qualifier Heats and is worth a MAXIMUM of 10%

### Test B – Live Competition

You will be allocated to one of the regional heats (as stated above)

You will be required to produce a Piece of work in line with the Test B brief.

### Test C – Live Competition

You will be required to produce a Piece of work in line with the Test C brief.

## Stage 3 - WorldSkills UK Live Final

The Top 8 highest scoring competitors across each National Qualifiers will be invited to compete at the finals

***In the event of a tie then the competitor with the highest score in Test C will be invited to the final***

You will be required to Attend all 4 days at the WorldSkills UK Live Final and will be expected to stay away from home ( hotels will be provided )

Ensure you're ready to compete in your WorldSkills UK Live Final by studying the Final Brief.  
This outlines the type of tasks you will be expected to carry out.

You be required to complete 6 Tests over 3 days

Ask your lecturer/employer for help in any areas where you feel you could improve and try to gain practical experience in all the task areas of the competition.

Please ensure that you attend and complete all Pre final training arranged by L'Oreal Professionnel (budget depending) and virtual online training.



## Specification of the Practical Tasks:

Tasks are designed to test the competitors technical ability to:

- ☐ Cut Hair – Ladies & Gents
- ☐ Colour Hair
- ☐ Style Hair
- ☐ Perm Hair
- ☐ Follow correct procedures
- ☐ Work efficiently
- ☐ Demonstrate sustainability by using products commercially
- ☐ Efficiently adhere to timings
- ☐ Follow technical procedures
- ☐ Following manufacturer's guidelines and instructions
- ☐ Carry out consultations
- ☐ Accurately use apply and time Chemical services
- ☐ Adhere to Health & Safety Procedures

## Test Project Overview: Stage 1 - Entry Stage

TEST	DESCRIPTION	DURATION	TUITION HEAD	CLEAN UP	MARK VALUE
<b>A</b>	<b>Ladies Long Hair Styling</b> <b>Classical Style</b> <b>with optional ornamentation</b>	<b>Photographic Submission</b>	<b>TH1137or TH1136</b>		<b>100 Marks</b>

### **NB**

You will be required to produce your looks on the Official World Skills UK Tuition Head: **TH1137 or TH1136**

World Skills UK Tuition Heads are to be purchased from Banbury Postiche - [www.banburypostiche.co.uk](http://www.banburypostiche.co.uk)

All competitors who score 60% or higher will be invited to compete at the Stage 2 – National Qualifiers

The score from the passive will be rolled over and will form part of your total score for the National Qualifier

Test A marking is based on the below agreed criteria.

### **Test A – Ladies Long Hair Styling – Classical Styling with optional ornamentation**

Total 100 Marks

Hairstyle = Total 80 Marks

Front = 20 Marks

Back = 20 Marks

Left = 20 Marks

Right = 20 Marks

Styling & Finishing = 20 Marks

## Assessment & Marking – Entry Stage

All of the Hairdressing Competitions are judged by a panel of experts drawn from industry, colleges and training providers.

The judges' decisions will be independently moderated and quality assured before results are confirmed. The judges will be briefed on assessment procedures prior to the competition.

Judges are looking for technical competency but are also briefed to look for excellence amongst competitors.

Judges will therefore take into account factors such as:

- **Shape**
- **Balance**
- **Finishing skills / clean / polished finish**
- **Appropriate use of styling products**

Your work will be judged from all 4 aspects ( Front / Back / Left & Right ) and will be marked in accordance to the following scale of 1 – 4 Judgement Marking

### **1- performance is below industry standard /**

The result is not reflective of the clients desires / performance is executed with no strategy or structure / application of products is messy, untidy and inconsistent  
The client would most likely not pay for the service and / or is likely to complain

### **2- performance meets industry standard /**

The result is reflective of the clients desires, but the performance is very basic, with little strategy, and finish is untidy, products are only applied in a basic fashion  
the client WOULD pay for the service, however may not re-book

### **3- performance meets and, in specific respects, exceeds industry standard /**

The result not only reflects the clients desires and is conducted to a high standard / performance is undertaken with thought and strategy, good use and application of products and a neat and well balanced finish

The client WOULD pay and rebook for future services

### **4- performance wholly exceeds industry standard and is judged as excellent /**

The results not only reflects the clients desires but is also conducted to an excellent standard / performance is well thought out with a high degree of strategy / excellent use of products all products are applied to a high degree of neatness and professionalism and the hair is finished to a high standard

The client WOULD pay & Rebook, and is also likely to give positive reviews on social media & promote the stylist / salon to others

Moderation of the marks will be undertaken once the judging of the test has been completed.

There will be no more than 1-point difference between the Judges Marks and if changes are to be made it will be the Moderators decision to the outcome of any changes.

The Moderators decision is final

## Test Project Overview: National Qualifiers

TEST	DESCRIPTION	DURATION	TUITION HEAD	CLEAN UP	MARK VALUE
<b>A</b>	<b>Ladies Long Hair Styling Classical Style with optional ornamentation</b>	<b>Passive Submission Entry</b>	<b>TH1137</b>		<b>10 Marks 10%</b>
<b>B</b>	<b>Ladies Long Hair Styling Editorial / Catwalk / High Fashion Design</b>	<b>2 Hour Live Test</b>	<b>TH1137</b>	<b>5 Minutes Cleaning Both Work Station &amp; Work Area</b>	<b>30 Marks 30%</b>
<b>C</b>	<b>Ladies Commercial Cut, Colour &amp; Style – from Mood board Inspiration</b>	<b>3 HOURS</b>	<b>TH1137</b>	<b>5 Minutes Cleaning Both Work Station &amp; Work Area</b>	<b>60 Marks 60%</b>
	<b>Total</b>				<b>100</b>

### NB

You will be required to produce your looks on the Official World Skills UK Tuition Head: **TH1137**

World Skills UK Tuition Heads are to be purchased from Banbury Postiche - [www.banburypostiche.co.uk](http://www.banburypostiche.co.uk)

The **SAME** Tuition Head will be used for ALL 3 Tests

All task marking is based on agreed criteria.

**Test A – Ladies Long Hair Styling – Classical styling with optional ornamentation ( Stage 1 Entry )**  
Total 10 Marks ( 10% )

**Test B– Ladies Long hair styling – Editorial / Catwalk / High Fashion**  
Total = 30 Marks ( 30% )

Hairstyle = Total 24 Marks  
Styling & Finishing = 6 Marks

**Test C – Ladies Commercial Cut & Colour – From Mood board Inspiration**  
Total 60 Marks ( 60% )

Cut = 20 Marks  
Colour = 25 Marks  
Styling & Finishing = 5 Marks  
Reflection of Moodboard = 10 Marks

The combined results of all 3 Tests will determine the final score for each competitor.

## Assessment & Marking – National Qualifiers

All of the Hairdressing Competitions are judged by a panel of experts drawn from industry, colleges and training providers.

The judges' decisions will be independently moderated and quality assured before results are confirmed.

The judges will be briefed on assessment procedures prior to the competition.

Judges are looking for technical competency but are also briefed to look for excellence amongst competitors.

Your work will be judged on the following factors:

- **Colouring Skills**
- **Shade selection / colour choice**
- **Colour placement**
- **Colour result**
- **Cutting Skills**
- **Shape**
- **Balance**
- **Precision**
- **Styling skills ( Blow drying / setting )**
- **Finishing skills**
- **Appropriate use of styling products**
- **Reflection of Mood board imagery ( Cut & Style )**
- **Health & Safety**
- **Sustainability**

You will be judged throughout the live tests on your working methods and on your final results which will be judged from all 4 aspects ( Front / Back / Left & Right )

Your work will be judged using a combination of measurement marking ( yes / No ) & Judgement Marking

Judgement marking uses a scale of 1-4

To apply the scale with rigour and consistency, judgement must be conducted using:

**1 performance is below industry standard /**

The result is not reflective of the clients desires

performance is executed with no strategy or structure

sectioning is untidy and messy

application of products is messy, untidy and inconsistent

Finishing is untidy

The client would most likely not pay for the service and / or is likely to complain

**2- performance meets industry standard /**

The result is reflective of the clients desires, but the performance is very basic, with little strategy,

Sectioning basic,

products are only applied in a basic fashion

Finishing is very basic and not refined

the client WOULD pay for the service, however may not re-book

**3- performance meets and, in specific respects, exceeds industry standard /**

The result not only reflects the clients desires and is conducted to a high standard

performance is undertaken with thought and strategy,

The work is produced using neat sections,

A good use and application of products that are applied evenly throughout

A neat and well balanced finish is produced

The client WOULD pay and rebook for future services

**4- performance wholly exceeds industry standard and is judged as excellent /**

The results not only reflects the clients desires but is also conducted to an excellent standard

performance is well thought out with a high degree of strategy

sectioning is sharp and accurate throughout

excellent use of products all products are applied to a high degree of neatness and professionalism

and the hair is finished to a high standard

The client WOULD pay & Rebook, and is also likely to give positive reviews on social media & promote the stylist / salon to others

Moderation of the marks will be undertaken once the judging of the test has been completed.

There will be no more than 1-point difference between the Judges Marks and if changes are to be made it will be the Moderators decision to the outcome of any changes.

The Moderators decision is final

## Test Project Overview: National Final

TEST	DESCRIPTION	DURATION	TUITION HEAD / LIVE MODEL	CLEAN UP	MARK VALUE
A	Ladies Balayage with Toning Cut & Style	4 HOURS	TH1137	5 Minutes Cleaning Both Work Station & Work Area	20 Marks 20%
B	Gents modern Long hair cut & Style From mood board inspiration	1 HOUR	TH1155	5 Minutes Cleaning Both Work Station & Work Area	10 Marks 10%
C	Ladies Commercial Colour Change, Cut & Style – Moodboard Inspiration & Chosen Colour	4 HOURS	TH1145	5 Minutes Cleaning Both Work Station & Work Area	25 Marks 25%
D	Ladies Bridal Style with Ornamentation	1 HOUR & 30 MINUTES	TH1137	5 Minutes Cleaning Both Work Station & Work Area	15 Marks 15%
E	Gents fashion permanent wave & commercial barbering Taper Cut	2 HOURS & 30 MINUTES	TH1155	5 Minutes Cleaning Both Work Station & Work Area	15 Marks 15%
F	Ladies Creative Styling Incorporating Natural Curl	1 HOUR & 30 MINUTES		5 Minutes Cleaning Both Work Station & Work Area	15 Marks 15%
	<b>Total</b>				<b>100</b>

### NB

All Tuition Heads are kindly donated for All Competitors at the final by Banbury Postiche

#### **NO OTHER TUITION HEADS WILL BE ALLOWED AT THE FINAL**

Should you wish to order any extra Tuition Heads for practice they are available via Banbury Postiche -

[www.banburypostiche.co.uk](http://www.banburypostiche.co.uk)

You will be supplied with 1 x TH1137 Tuition Heads for use during tests A, & D

You will be supplied with 1 x TH1145 Tuition Heads for use during test C

You will be supplied with 1 x TH1155 Tuition Heads for use during tests B & E

You will be supplied with 1 x Amber / TH1170 Tuition Head for use during test F

You will be supplied with a Tripod to use throughout the competition

All task marking is based on agreed criteria.

**Test A – Ladies Balayage with Toning , Cut & Style**

Total 20 Marks ( 20% )

Cut = 2 Marks

Colour = 10 Marks

Styling & Finishing = 5 Marks

Reflection of Moodboard = 3 Marks

**Test B– Gents modern Long hair cut & Style From mood board inspiration**

Total = 10 Marks ( 10% )

Cut = 5 Marks

Styling & Finishing = 2 Marks

Reflection of Moodboard = 3 Marks

**Test C – Ladies Commercial Colour Change , Cut & style – From Mood board and chosen colour**

Total 25 Marks ( 25% )

Cut = 10 Marks

Colour = 10 Marks

Styling & Finishing = 2 Marks

Reflection of Moodboard = 3 Marks

**Test D – Ladies Bridal Style with ornamentation**

Total 15 Marks ( 15% )

Hairstyle / Design = 10 Marks

Ornamentation = 2 Marks

Styling & Finishing = 3 Marks

**Test E– Gents Fashion Permanent Wave & commercial Barbering Taper Cut**

Total = 15 Marks ( 15% )

Perm= 5 Marks

Cut = 5 Marks

Taper = 3 Marks

Styling & Finishing = 2 Marks

**Test F – Ladies Creative styling incorporating natural curl**

Total 15 Marks ( 15% )

Hairstyle / Design = 10 Marks

Styling & Finishing = 5 Marks

## Assessment & Marking – National Finals

All of the Hairdressing Competitions are judged by a panel of experts drawn from industry, colleges and training providers.

The judges' decisions will be independently moderated and quality assured before results are confirmed.

The judges will be briefed on assessment procedures prior to the competition.

Judges are looking for technical competency but are also briefed to look for excellence amongst competitors.

Your work will be judged on the following factors:

- **Colouring Skills**
- **Shade selection / colour choice**
- **Colour placement**
- **Colour result**
- **Cutting Skills**
- **Shape**
- **Balance**
- **Precision**
- **Styling skills ( Blow drying / setting )**
- **Finishing skills**
- **Appropriate use of styling products**
- **Reflection of Mood board imagery ( Cut & Style )**
- **Health & Safety**
- **Sustainability**

You will be judged throughout the live tests on your working methods and on your final results which will be judged from all 4 aspects ( Front / Back / Left & Right )

Your work will be judged using a combination of measurement marking ( yes / No ) & Judgement Marking



Judgement marking uses a scale of 1-4

To apply the scale with rigour and consistency, judgement must be conducted using:

**1 performance is below industry standard /**

The result is not reflective of the clients desires  
performance is executed with no strategy or structure  
sectioning is untidy and messy  
application of products is messy, untidy and inconsistent  
Finishing is untidy  
The client would most likely not pay for the service and / or is likely to complain

**2– performance meets industry standard /**

The result is reflective of the clients desires, but the performance is very basic, with little strategy,  
Sectioning basic,  
products are only applied in a basic fashion  
Finishing is very basic and not refined  
the client WOULD pay for the service, however may not re-book

**3– performance meets and, in specific respects, exceeds industry standard /**

The result not only reflects the clients desires and is conducted to a high standard  
performance is undertaken with thought and strategy,  
The work is produced using neat sections,  
A good use and application of products that are applied evenly throughout  
A neat and well balanced finish is produced  
The client WOULD pay and rebook for future services

**4– performance wholly exceeds industry standard and is judged as excellent /**

The results not only reflects the clients desires but is also conducted to an excellent standard  
performance is well thought out with a high degree of strategy  
sectioning is sharp and accurate throughout  
excellent use of products all products are applied to a high degree of neatness and professionalism  
and the hair is finished to a high standard  
The client WOULD pay & Rebook, and is also likely to give positive reviews on social media &  
promote the stylist / salon to others

Moderation of the marks will be undertaken once the judging of the test has been completed.

There will be no more than 1-point difference between the Judges Marks and if changes are to be made it will be the Moderators decision to the outcome of any changes.

The Moderators decision is final

## National Finals What to expect:

The competitors are required to complete all 5 tests above over 3 Days of competition.

You will be required to stay away from Home for 4 Nights for the Duration of the Competition

Hotel rooms will be provided for you

The duration of each test will vary according to the complexity of the test, during which time you will be required to demonstrate industry recognized techniques and procedures covering a wide range of Hairdressing Skills that represent current trends

The competitors will need to demonstrate knowledge of the products and equipment used in these processes and be able to follow the correct Manufacturer's instructions and industry recognized processes for each task.

**ALL** Products ( Colour / Styling & Backwash ) will be supplied By L'Oreal Professionnel, and these will be the **ONLY** products you will be allowed to use

You will need to attend a familiarization session on the Wednesday afternoon to allow you to become acquainted with the competition area, materials and equipment you will use during the competition and the tasks to be completed.

Use this time to ensure you are confident with everything that is expected of you especially in the use and application of all the products you will be expected to use.

## Training for the National Finals:

As L'Oreal Professionnel products are the **ONLY** products that you will be allowed to use during the finals, it is your responsibility to be 100% familiar with the manufacturers instructions related to the use of these products.

Below is a list of Complimentary training and education available from L'Oreal to enable you to develop your skills and knowledge

L'Oreal Professionnel will invite the finalists to a bootcamp training event and Barbering Session\*

These will be excellent opportunity for all competitors to boost their confidence and developing their skills in a safe environment, while replicating the competition tasks and expectations.

The Training will cover:

- Back to Basics
- Advanced Razor Work
- Advanced Clipper Work
- Advanced Barbering Techniques
- Open forum

*\*Live training events are dependent on funding/budget\**

## Digital Resources:

Webinars / E-Learning modules / Videos are available through – [www.Uk.lorealaccess.com](http://www.Uk.lorealaccess.com)

To access this education content, all users MUST be registered on [www.uk.lorealaccess.com](http://www.uk.lorealaccess.com) , this Education portal is **FREE** to register



**Sign up for Access**  
**uk.lorealaccess.com**

### 1. Click sign up here

#### Sign In

Please insert your username and password to proceed.  
Are you new to Access? **SIGN-UP HERE**

E-mail \*

Password \*

[Forgot your password?](#)

☐ Remember Me

**SIGN IN**



### 2.

**Sign up with Facebook or email**

**Fill in your details**

**Tick T&Cs**  
**Click create account**

## **Webinars**

*All of the webinars are Live sessions ( not recorded ), and are suitable for both Lecturers and Students*

*The webinar sessions are running every week ( Days and Times Below ) , each webinar will be a different subject.*

*College Edit Webinars – Mondays @ 4pm*

*Academy Live Webinars – Mondays @ 2pm*

*Snackable sessions – Wednesdays @ 11am*

### **To enrol for the webinars**

- Search for :- College Edit / Academy Live / Snackable sessions
- All available sessions will be visible upon search
- Choose the desired webinar/s,
- Choose the desired Date, Click Enrol
- An email will be sent approx. 1 Hour before the webinar with the Joining Link ( through Microsoft Teams )

## **E-Learnings & Tutorial Videos**

### **Intro to Colour Keys 1 E-Learning**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/203/intro-to-colour-keys-1-e-learning>

### **Intro to Colour Keys 2 E-Learning**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/200/intro-to-colour-keys-2-e-learning>

### **Colour Essentials Permanent Colour E-Learning**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/6821/colour-essentials-permanent-colour>

### **Colour Essentials Blond Studio E-Learning**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/6818/colour-essentials-blond-studio>

### **Colour Essentials Tone on Tone & Semi Permanent E-Learning**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/6822/colour-essentials-tone-on-tone-semi-permanent>

### **Colour Essentials Health & Safety E-Learning**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/6825/colour-essentials-health-safety>

### **Texture Essentials Curl & Smooth E-Learning**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/9680/texture-essentials-curl-smooth>

**Steampod E-Learning**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/9809/steampod>

**Styling Essentials E-Learning**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/2883/styling-essentials-e-learning>

**Care Essentials E-Learning**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/2227/care-essentials-e-learning>

**Numbering System E-Learning**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/24949/numbering-system-e-learning>

**Style my Hair Pro**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/21750/style-my-hair-pro-e-learning>

**Virtual Consultations**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/18298/back-to-salon-virtual-consultation>

**Introduction to Face Shapes & Haircuts**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/15963/introduction-to-face-shapes-and-haircuts>

**How to do a One Length Haircut**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/15954/how-to-do-a-one-length-haircut>

**How to do a Long Layered Haircut**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/15960/how-to-do-long-layered-haircut>

**How to do a Round Layered Haircut**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/15892/how-to-do-a-round-layer-haircut>

**How to do a Graduated Bob**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/15864/how-to-do-a-graduated-bob-haircut>

**Styling Series with Adam Reed – Tutorial Videos**

**Preparation for Styling**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/11226/preparation-for-styling-with-adam-reed>

**Blow drying Fundamentals**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/11225/blow-dry-fundamentals-with-adam-reed>

**Blow Dry vs Iron Straighten**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/11224/blow-dry-vs-iron-straighten-with-adam-reed>

**Tonging Fundamentals**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/11223/tonging-fundamentals-with-adam-reed>

**Pony Tail Fundamentals**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/11222/ponytail-fundamentals-with-adam-reed>

**Pointers for getting started with Braiding**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/15839/adam-reed-pointers-for-getting-started-with-braiding>

**Dressing a French Braid**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/10934/dressing-a-french-braid-with-adam-reed>

**How to Create a Modern Marcel Wave**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/10986/adam-reed-how-to-create-a-modern-marcel-wave>

**Hollywood Waves Hints & Tips**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/10932/hollywood-waves-finishing-tips-with-adam-reed>

**Chignon Fundamentals**

<https://uk.lorealaccess.com/learn/course/internal/view/elearning/10931/chignon-fundamentals-with-adam-reed>

**Photo Finish Tips**

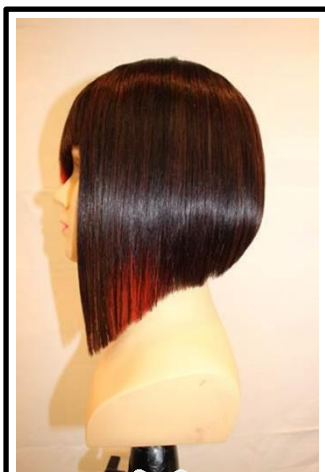
<https://uk.lorealaccess.com/learn/course/internal/view/elearning/10933/photo-finish-tips-with-adam-reed-percy-reed>



## Top Tips for Photos:

Don't commit to just your first shot, take plenty of photos of your work at all angles, and choose the best shot that represents your work the best

**Lighting** – use a ring light to illuminate your work, but check for shine lines or shadows, Experiment with the light at different angles to get the best lighting, if you can use 2 Ring lights at different positions, this will eliminate shadows that can distract from your work

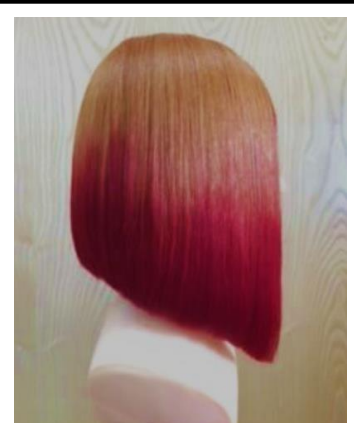
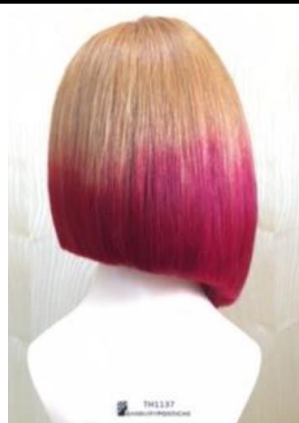
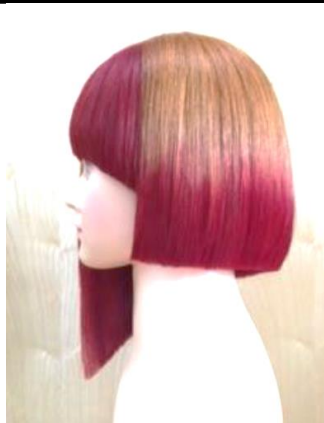


The shadow , although not bad, is distracting from the overall image



No Shadow on this image, and therefore the shape of the Haircut is clearly defined

Ensure that the lighting is Consistent on all 4 Photos



In these images, the lighting is different, and therefore the colour results look uneven



In these images, the lighting is More uniform, allowing the colour results to look more consistent

**Models** – If choosing to use a LIVE Model consider the following

Does she have the right hair for the style you wish to create i.e is it too fine / thick etc

Condition – good condition hair will always look better

Make up – it is not a Beauty Competition, but Live Models look better photographed with Make up

Clothing – try to get the clothing to enhance / compliment your look

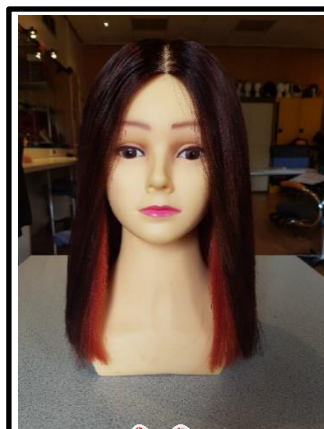
**Background** – try and use a plain background that highlights your work the best,

If the hair colour is light, maybe use a darker background that allows the colour and shape to be Highlighted

If the Hair colour is dark, try using a lighter background



The hair is dark, and the Background is light, this really shows the colour and shape of the hair



The hair is dark and the Background Dark and Cluttered, the colour and shape is lost



**Angles** – Ensure that you submit ALL 4 Angles of your work ( Front / Back/ Left / Right )



Front – The head is angled down so is not giving a good view of the front of the style



Back – This is taken too high and is showing more the top of the head, not the back of the style, plus there is something in the shot at the bottom



Left – this is not a true left shot, it is angled to the side, it's a nice shot but not a true Left side Shot



Right – this is not a true Right shot, it is angled to the side, it's a nice shot but not a true Right side Shot



Front – The head is straight giving a great view of the front of the hairstyle



Back – The head is Straight , allowing a great view of the back and especially the base line of the Haircut



Left – This is a True Left Hand Shot, where the head is looking to the side, allowing a true view of the Left hand side of the haircut

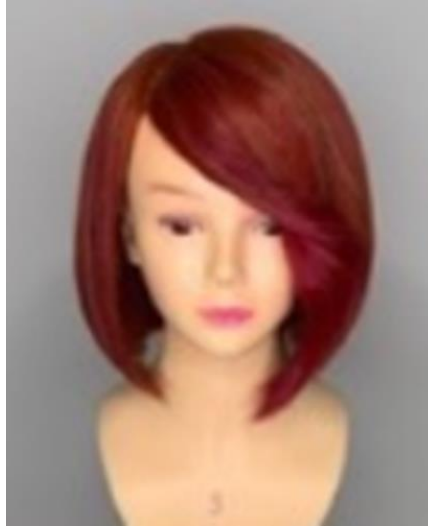


Right – This is a True Right Hand Shot, where the head is looking to the side, allowing a true view of the Right hand side of the haircut

**Quality** – Ensure that the photos submitted are of a high Quality Resolution, These can be JPEG or as a High Res PDF File, if the photos are too small in file size, the quality of the work can not be judged effectively



The quality of these images are of a High Resolution, this enables the shape and balance of the Haircut to be evaluated effectively  
The styling is clear and the colour is sharp and crisp  
The quality of these images allows the judges to see clearly the quality of the work and therefore allows Judging to be effective



The quality of these images are of a Low Resolution, this Resulted in a smaller image being submitted, and therefore when blown up for judging resulted in a Blurry image.

This does NOT show the quality of work to its best

The shape and balance of the Haircut can NOT be evaluated effectively

The styling is Not clear and the colours do NOT show Clarity or definition

The quality of these images DOES NOT enable the judges to see clearly the quality of the work and therefore allows Judging to be less effective

## Judges Top Tips:

- **Preparation and Practice**

A successful competitor you need to be confident, calm and self-assured when competing.

Prepare by practicing your skills and techniques to ensure you get the required standard/results you want without any surprises.

Attention to Detail

- **Time Management**

Learn to manage your time effectively when completing tasks by working smart .

The tasks have allocated times, so practice working to time and under pressure to perfect your timing.

If you run out of time in the competition you will lose marks.

- **Planning**

Make your own plans for how to complete each task, work methodically and even write it down to help you prepare.

- **Organised**

Make sure you are organised, make sure all stages of a task are completed.

Organise all of your equipment and materials for the task.

- **Health & Safety**

In any environment Health & Safety is very important, make sure you use the appropriate PPE for the task and work safely.

- **Clean and Tidy**

Keep your working area tidy as you can be more efficient in a tidy work area. Make sure that when you present your work to the judges it is clean and ready for final judging.

- **Understanding**

Read the task brief thoroughly and make sure you understand what you need to do.

Do not be afraid to ask questions, remember there is only one silly question.....the one you don't ask!

- **Don't Worry**

If a part of a task hasn't gone as well as you might have wanted don't worry or dwell on it, just draw a line under that and get on with the next task. Always focus on the marks you can gain not what you might have lost.

- **Enjoy**

To get to the WorldSkills UK National Qualifiers or the WorldSkills UK Live National Finals is in its self a massive achievement that you should be extremely proud of! Make the most of the whole WorldSkills UK/IMI Skills Competitions process and enjoy it!

## Competition Rules: Stage 2 - National Qualifiers ( Regional Heats )

Conduct for competitors during live competitions:

- It is the competitor's responsibility to arrive on time for your allocated Regional Heat, late arrivals may be excluded from the competition.
- Competitors will start and finish tasks as instructed by the judges or Competition team
- You will need to bring with you :  
Tools & Equipment,  
All Products ( Colour & Styling )  
Specified Tuition Heads ( as stated in the competition Brief )  
Tripod  
PPE ( Aprons )
- The Host Venue / Competition organizer will provide  
Backwash Products  
PPE ( Gloves & Spare Aprons )  
Workstations  
Trollys  
Mirrors  
Power  
NB – Cutting stools WILL NOT be provided or available
- Any competitor who wishes to leave the area during the competition must seek the permission of the competition organizers or lead judge.
- **Dress Code** – All Black ( T-Shirt / Shirt / Jeans / Trousers / Leggings ) **NO RIPPED JEANS or Organization Logos**
- **Foot ware** – Competitors **MUST** wear black that are closed toed foot ware ( No Sports Shoes ) with a low heel
- If there is a power stoppage, breakdown of machinery or accident, the competitors must act according to the instructions of the competition organizers.
- Competitors are expected to comply with all rules and regulations.



### Competition Rules: Stage 3 - National Final – World Skills UK Live

- It is the competitor's responsibility to arrive on time, every day, at the competition area, late arrivals may be excluded from the competition.
- It is the competitors responsibility to attend, with their Tutor, the Familiarization session, failure to attend this session may result in disqualification from the competition.
- It is the competitors responsibility to ensure that they have All of their tools and equipment available for PAT Testing during the Wednesdays Familiarization session
- Competitors will start and finish tasks as instructed by the judges or Competition team.
- You will need to bring with you all your Tools & Equipment that is required , incl Perm rollers
- The Competition organizer will provide
  - Backwash Products
  - Styling Products
  - Colouring Products
  - PPE ( Gloves & Aprons )
  - All Tuition Heads
  - Tripods
  - Workstations
  - Trollys
  - Mirrors
  - Power
  - NB – Cutting stools **WILL NOT** be provided or available
- Any competitor who wishes to leave the area during the competition must seek the permission of the competition organizers or lead judge.
- **Dress Code** – All Black ( T-Shirt / Shirt / Jeans / Trousers / Leggings ) **NO RIPPED JEANS or Organization Logos**
- **Foot ware** – Competitors **MUST** wear black that are closed toed foot ware ( No Sports Shoes ) with a low heel
- If there is a power stoppage, breakdown of machinery or accident, the competitors must act according to the instructions of the competition organizers.
- Competitors are expected to comply with the host venue rules and regulations.
- Between tasks competitors will wait in the designated area until directed to their next task by a judge.
- Hotels will be provided for you for Bed & Breakfast, you must settle any outstanding Bar or Meal Bills before you leave
- You must vacate the hotel by 11am on the Sunday
- Breakfast & Lunch will be provided, you will need to arrange your own evening meal

## Beyond the National Finals:

The World Skills UK Hairdressing Competitions national finals also form part of the selection process for WorldSkills International competitions ( World Skills & Euro Skills )

Training managers will be onsite during the competition, monitoring the performance of those who are age eligible and who show the highest skills, passion, and drive to compete could be invited to be part of the UK Squad to train for the World Skills & EuroSkills competitions.

Further details of the international competitions including eligibility criteria can be found on the WorldSkills International website [www.worldskills.org](http://www.worldskills.org) You will be notified if you are age eligible.

Those who are not eligible for Squad Selection may still join the Skills Champions programme, which allows continued involvement, including the opportunity to work with WorldSkills UK and visit schools, colleges, and events to inspire the next generations, and even be part of the World Skills UK Hairdressing Judging Team.

Get inspired and become a part of Team UK today!



## Contact Details:

This competition is managed, and organised, by

**All data provided by yourselves, will be treated fully in line with our Data Privacy policy as laid out in page 12**

### Organising Partner Lead Contact

Richard Howell

Email –

[richard.howell@loreal.com](mailto:richard.howell@loreal.com)

Tel -07771 607446

**For technical advice about the competition, please contact Richard Howell:**

Email: [richard.howell@loreal.com](mailto:richard.howell@loreal.com)

**For details and to Purchase Tuition Heads, contact Banbury Postiche**

Email – [nick.allen@banburypostiche.co.uk](mailto:nick.allen@banburypostiche.co.uk)

Web - [www.banburypostiche.co.uk](http://www.banburypostiche.co.uk)

Tel - 01295 757400

**For general information about competitions, please contact the WorldSkills UK contact centre:**

Free phone: **0800 612 0742**

Email: [enquiries@worldskillsuk.org](mailto:enquiries@worldskillsuk.org) Web: [www.worldskillsuk.org](http://www.worldskillsuk.org)



<https://www.facebook.com/ukhairdressingcompetition/>



**#WSUKHAIRCOMP**



## Data Privacy Policy:

### L'ORÉAL (UK) LIMITED PRIVACY POLICY FOR EVENT ATTENDEES

#### 1. Purposes of this Privacy Policy

##### ■ *Respect your privacy and your data*

L'Oréal's ambition is to be an exemplary *corporate citizen* and help build a better world. We place great value on honesty and clarity, and we are committed to building a strong and lasting relationship with our partners based on mutual trust and interest. Part of this commitment means protecting and respecting your privacy as well as your personal data. This is why we set out "Our Privacy Promise" and our full Privacy Policy below.

#### OUR PRIVACY PROMISE

- 1) We respect your privacy and your choices.
- 2) We make sure that privacy and security are embedded in everything we do.
- 3) We do not send you marketing communications unless you have asked us to. You can change your mind at any time.
- 4) We never offer or sell your data.
- 5) We are committed to keeping your data safe and secure. This includes only working with trusted partners.
- 6) We are committed to being open and transparent about how we use your personal data.
- 7) We do not use your personal data in ways that we have not told you about.
- 8) We respect your rights, and always try to accommodate your requests as far as is possible, in line with our own legal and operational responsibilities.

For more information about our privacy practices, below we set out the types of personal data that we might collect or hold about you, how we use it, who we shared it with, how we protect it and keep it secure, and your rights around your personal data.

**When you provide us with personal data and/or when we collect or generate data about you with our tools, we undertake to process them in accordance with this Privacy Policy.**

#### 2. Who we are and who is Concerned about this Policy ?

This Privacy Policy applies to all attendees at events (such as meetings, shows, exhibitions etc.) organised by L'Oréal (UK) Limited. When we say "L'Oréal", "us", "our" or "we", this is who we are referring to.

##### ❖ **Who is the data controller?**

**L'Oréal (UK) Limited**  
**255 Hammersmith Road**  
**London, W6 8AZ**

L'Oréal is responsible for the personal data that you share with us and is the "data controller" for the purposes of applicable data protection laws.

##### ❖ **Who does this Privacy Policy relate to?**

This Privacy Policy applies to all participants who attend an event organised by L'Oréal. Participants include, for example:

- Professionals or partners; and
- Non-L'Oréal employees, interns or temporary workers or apprentices.

### 3. What is Personal Data & Data Processing?

The Privacy Policy applies to all personal data collected, generated and otherwise processed by L'Oréal in relation to an event it has organised.

❖ **The term "personal data" refers to any information that may identify you *directly* or *indirectly*.**

- *Personal data that can identify you directly include:*
  - Your name and surname;
  - Your email/postal address/phone number;
  - Your username;
  - Your birthday;
  - Your picture;
  - Content you create;
  - Your financial information; and
  - Information relating to your education and your career.
- *Personal data that can identify you indirectly include:*
  - Your IP address,
  - The MAC address of your mobile devices,

❖ **What is a Data Processing?**

It is any operation performed on personal data such as collecting, recording, hosting, sending, organising, structuring, storing, keeping/retaining, adapting/modifying, retrieving, consulting/access, using, disclosing by transmission or otherwise making available, alignment or combination, restriction, erasing/deleting etc.

### 4. What personal data do we collect from you and how do we use it?

❖ **How do we collect, generate or receive your personal data?**

- We may collect or receive your personal data directly *from you*, through for example, one of the following means:
  - Our information system, via the use of our webmail;
  - Our extranet/intranet;
  - The applications and software that you use;
  - The badging system;
  - The CCTV system;
  - The forms or questionnaires that you fill-in; and/or
  - The social networks or any other tool made available.
- In other cases *we collect your personal data ourselves* (e.g. when CCTV system or badging system is implemented or the data generated by the tools we use as part of the management of the event).
- When we collect personal data from you, we identify the *required fields* with an asterisk. Some of the personal data we require from you is mandatory for example:
  - To assist in the organisation of the event you are attending (e.g. knowing that you are attending);
  - To respond to a request you may have made (e.g. to send you an information, to validate your registration/subscription to a service, to make catering arrangements);
  - To comply with legal obligations.

Failing to provide the required information may have consequences on the performance of the services and tools that we provide you or that are available.

Under no circumstances will we collect your personal data via tools that you are not aware of.

In the event that your personal/professional situation changes and that requires a modification of your personal data, you must let us know by contacting us at [MyPersonalDataUKI@loreal.com](mailto:MyPersonalDataUKI@loreal.com), or applicable method we described to you during the event.

## 5. Table summarizing the purposes, data processed, grounds of the processing and retention period

The table below provides detailed information relating to the following items:

### ❖ In what context is your personal data collected?

This column explains what activity or scenario you are involved in when we use or collect your personal data. For example, the type of event you are participating in.

### ❖ What personal data may we hold about you?

This column explains what types of personal data we may collect when you take part in a particular activity.

### ❖ How and why do we use your personal data?

This column explains what we do with your personal data, and the purposes for collecting and using it.

### ❖ What is our legal basis for using your personal data?

Whenever we use your personal data, we will have a legal basis to do this. For example, you have asked us to provide a service, you have given us your consent, we have a legitimate interest in using your personal data. The legal basis for the processing of your personal data can be:

1. **Your consent** – This applies where you provide your personal data and specifically consent to us using it to provide you with a specific service, for example, so that:
  - a. *you can receive marketing communications from us.* If you later ask us to stop sending you marketing communications, we need to keep some of your personal data on a suppression list so that we can make sure we do not contact you again. This is a legal obligation; and
  - b. *we can store certain cookies on your device.* We may place targeted advertising cookies (these allow us to tailor services we offer, specifically to you), analytical cookies (these measure your interaction with our site so we can make improvements) on your device
2. **The performance of a contract** – This applies where you provide us with your personal data in order for us to provide you with a service (e.g. you request a place at an event we are holding).
3. **Our legitimate interests** – This applies where you provide us with your personal data and we use it to:
  - a. *improve our products and services.* By providing us with your personal data, we are able to better understand your needs and expectations when it comes to the products and services we offer. This understanding means we can improve our products and services so they match your needs. This might involve performing analytics on how you use our products, services, and websites/apps/devices, or trying out new functions which we think you might like based on what we know about you.
  - b. *better engage with you.* Where you provide us with your personal data, we may use it to encourage you to be more actively engaged with our products and brands and increase your overall brand engagement and awareness. One way we do this is by tailoring the marketing communications we send you so that you receive the information most relevant to you.
  - c. *prevent fraud.* Where you provide us with your personal data, it means we can action any payment you make when you purchase any of our products and/or services, and importantly, check that your payment is free from fraud.
4. **To comply with a legal obligation** – This is where you provide us with your personal data which we need to keep for our legal reasons (e.g. when you make a purchase we need to keep your transaction information to comply with our tax and financial reporting obligations)
5. **To protect the vital interests of an individual** – This is where we use your personal data to protect you (or someone else) where there is evidence of danger to your (or someone else's) health and/or safety.

In what context is your personal data collected?	What personal data may we hold about you?	How and why do we use your personal data?	What is our legal basis for using your personal data?
<b>Event Management (Logistics/Administration)</b>	Attendee information for example: <ul style="list-style-type: none"> <li>• Name;</li> <li>• Email address;</li> <li>• Mobile Number;</li> <li>• Dietary information.</li> <li>• Tutor contact</li> <li>• College / Salon address &amp; Telephone Number</li> </ul>	To manage your attendance at the event.	<ul style="list-style-type: none"> <li>• The performance of a contract – so you may attend the event you have selected.</li> </ul>
<b>PR</b>	Attendee information for example: <ul style="list-style-type: none"> <li>• Name;</li> <li>• Email address;</li> <li>• Image; and</li> <li>• Feedback, video, text or other content created by the attendee.</li> </ul>	To manage the content created and publish it for advertising purposes.	<ul style="list-style-type: none"> <li>• Our legitimate interests in: (i) promoting the event; (ii) better engaging with you and future attendees; and (iii) improving/promoting our products and/or services.</li> </ul>

## 6. Automated Individual decision making & profiling

### ❖ Automated individual decision-making

Automated decision making means the ability to make decisions using technology, without human involvement.

L'Oréal does not use automated systems for individual decision-making.

### ❖ Profiling

This means automatically processing personal data to evaluate certain personal aspects about an individual, in particular to analyse or predict aspects concerning performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements.

Where you provide us with content (feedback, text, images etc.) during events, or we send or display personalised communications or content to you, we may use some profiling techniques. This means that we may collect personal data about you in the different scenarios mentioned in the table above, and use this data to analyse, evaluate, or predict your personal preferences, interests, behaviour and/or location. Based on our analysis, we then send or display communications and/or content specifically tailored to your interests and needs.

You may have the right to object at any time to the use of your personal data for “profiling”. Please see “Your Rights and Choices” section below.

## 7. Who can access to your personal data ?

Firstly, we want to be clear that we do not sell your personal data.

### ❖ We may share your personal data within the L'Oréal Group.

Depending on the purpose for which your personal data is processed, any member of the L'Oréal's organisation staff of the event, may have access to your personal data, provided that:

- They need to have access to your personal data;
- If possible, your personal data is in a pseudonymised form (not allowing any direct identification); and

- It is necessary as part of your participation process within L'Oréal, or to meet our legal obligations, to prevent fraud and/or to secure our tools, for reasons of physical security, or after having obtained your consent to do so.

This means that we may communicate your personal data to our holding company, L'Oréal S.A., and its subsidiaries worldwide.

❖ **We decide who has access to your personal data**

Your personal data is only available to people and employees who need to access it as part of their duties within L'Oréal (e.g. the organisation team of the event), as well as the trusted third parties we work with. Access rights have been defined internally for this purpose.

❖ **Your personal data may also be processed on our behalf by trusted service providers.**

We may share your personal data with some of our service providers who perform a range of business operations on our behalf, including those that are located outside your country. In this case, L'Oréal imposes strong commitments to these service providers regarding the processing, confidentiality and security measures regarding your personal data that these service providers have access to. Thus, we only provide them with your personal data it is necessary for them to have to perform the services they have been assigned, and we require that they do not use your personal data for any other purposes.

As part of this, your personal data may be shared with, for example:

- third parties that provide us with SaaS solutions and tools to organise your participation to events, trainings, games, or to manage the services you have opted to receive;
- third parties that assist and help us in providing IT services, such as platform providers, hosting services, maintenance and technical assistance services for our databases as well as for our software and applications that may contain data relating to you (these providers may sometimes require access to your personal data to perform the requested tasks);
- third parties that provide us with administrative services, such as file archiving; and/or
- third parties that help us to ensure the security and monitoring of our premises.

❖ **We may also disclose your personal data to third parties in certain specific situations:**

- If we are obliged to disclose or share your personal data to comply with a legal obligation, a court or administrative order or decision, or to protect the rights, property or safety of L'Oréal, its customers or employees;
- If you have given your consent to do so; and/or
- If the law allows us to do so.

## 8. How long do we retain your personal data?

- We retain your personal data *only for the period necessary to achieve the purpose for which we hold it*, to meet to your needs or to fulfil our legal obligations. Generally, most of your personal data is retained for *the duration of the event and its consequences*.
- When we do not need to use you personal data we delete it from our systems and files or anonymise it so that you can no longer be identified.
- We *may retain certain aspects of your personal data in order to fulfill our legal or regulatory obligations and to allow us to exercise our rights* (e.g. filing a claim before the courts) or for statistical or historical purposes.
- We may fully anonymise your personal data and use it to generate statistics and other type of reports.

## 9. Where do we store your personal data and what security measures are implemented to protect it?

❖ **Location of your personal data:**

The personal data that we collect from you may be transferred to, accessed in, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us or for one of our service providers.

Where L'Oréal transfers personal data outside of the EEA, this will be done in a secure and lawful way. As some countries may not have laws governing the use and transfer of personal data, we will take steps to make sure that third parties adhere to the commitments set out in this Privacy Policy. These steps may include reviewing third parties' privacy and security standards, and/or entering into appropriate contracts (on the basis of the template adopted by the EU Commission and available via its [homepage](#)).

For further information, please contact us as per the "Contact Us" section below.

#### ❖ Security measures implemented

- We take all **reasonable measures regarding the nature of your personal data** and the risks incurred by its processing, to preserve the security of your personal data and, in particular, to prevent it from being distorted, damaged, or accessed by unauthorised third parties.
- In addition, we require **third party service providers who have access to your personal data on our behalf, through an agreement, to commit to the same obligations**.

As no transmission of information via the internet is completely secure, we cannot guarantee the security of your personal data transmitted to us via the internet. Any transmission is therefore at your own risk.

## 10. Your rights and your choices

**L'Oréal respects your right to privacy: it is important that you control your personal data. You have the following rights:**

- **To be informed:** You have the right to be provided with clear, transparent and easily understandable information about how we use your personal data, and your rights. This is why we are providing you with the information in this Privacy Policy.
- **Accessing and obtaining a copy:** You have the right to access, and receive a copy of, any personal data we hold about you (subject to certain restrictions). In exceptional circumstances we may charge a reasonable fee for providing such access but only where permitted by law.
- **Right to rectify:** You have the right to access, and receive a copy of, any personal data we hold about you (subject to certain restrictions). In exceptional circumstances we may charge a reasonable fee for providing such access but only where permitted by law.
- **Right to erasure and right to be forgotten:** In some cases, you have the right to have your personal data erased or deleted. Note this is not an absolute right, as we may have legal or legitimate grounds for retaining your personal data.
- **Right to direct marketing, including profiling, and any processing based on our legitimate interests:** You can unsubscribe or opt out of our direct marketing communication at any time. The easiest way to do this is by clicking on the "unsubscribe" link in any email or communication we send you. In circumstances where you have the right to object to profiling or any processing based on our legitimate interests, you should contact us using the details below.
- **Right to withdraw your consent at any time for processing based on consent:** You can withdraw your consent to our processing of your personal data when such processing is based on consent. Where you withdraw your consent, this does not affect the lawfulness of our processing before your withdrawal. Please see the table in section "How and why do we use your personal data?" specifically the column "What is our legal basis for processing your personal data?" to see where/when our processing is based on consent.
- **Right to object to processing based on legitimate interests:** You may object at any time to our processing of your personal data when such processing is based on our legitimate interests. Please see the table in section "How and why do we use your personal data?" specifically the column "What is our legal basis for processing your personal data?" to see where/when our processing is based on legitimate interests.
- **Right not to be subject to a decision based solely on automated decision-making:** Where we use your personal data to make an automated decision about you (please see "Automated Decision Making" above for examples), you have the right to object to our decision. Your right does not apply if: (i) you gave us your explicit consent to use your personal data to make our decision; (ii) we are allowed by law to make our decision; or (iii) our automated decision was necessary to enable us to enter into a contract with you.

- **File a complaint before a supervisory authority:** You have the right to contact the data protection authority of your country in order to lodge a complaint against our data protection and privacy practices. Do not hesitate to contact us at the details below before lodging any complaint with the competent data protection authority as we will always seek to resolve your complaint in the first instance.
- **Right to data portability:** You have the right to move, copy or transfer personal data from our database to another. This only applies to personal data that you have provided, where processing is based on a contract or your consent, and the processing is carried out by automated means. Please see the table in section “*How and why do we use your personal data?*” specifically the column “*What is our legal basis for processing your personal data?*” to see where/when our processing is based on consent or the performance of a contract.
- **Right to restriction of processing:** This right means that our processing of your personal data is restricted, so we can store it, but not use nor process it further. It applies in the following limited circumstances set out in the General Data Protection Regulation:
  - the accuracy of the personal data is contested by you, for a period enabling L’Oréal to verify the accuracy of the personal data;
  - the processing is unlawful and you object the erasure of your personal data and request L’Oréal restricts the ways in which it processes your personal data;
  - L’Oréal no longer needs your personal data for the purposes of its processing, but you require the personal data for the establishment, exercise or defence of legal claims;
  - You object to L’Oréal’s processing of your personal data based L’Oréal’s legitimate interests, pending the verification whether the L’Oréal’s legitimate grounds override your rights and freedoms.

**To exercise each of the rights listed above, please contact us at the contact details below. We may ask you to prove your identity and provide additional information about your request before processing your request.**

## 11. Contact us

If you have any questions or concerns about how we treat and use your personal data, or would like to exercise any of your rights above, please contact us at [MyPersonalDataUKI@loreal.com](mailto:MyPersonalDataUKI@loreal.com) or by writing to us at:

Data Protection Officer  
L’Oréal (UK) Limited  
255 Hammersmith Road  
London  
W6 8AZ

If you would like to get in touch with our Data Protection Officer, please contact us at [dpofficeruki@loreal.com](mailto:dpofficeruki@loreal.com).