TEMPLATE

Cancellation policy

[Business name] · Last updated [date]

We keep each appointment for you alone. When a booking is cancelled late, we usually cannot offer that time to anyone else. This policy explains how to cancel or move a booking, and what happens if you cancel late.

1. How to cancel or reschedule

You can cancel or reschedule [online through our booking page / by phone on [number] / by email to [address]].

Please give us at least [notice period, e.g. 24 hours] notice.

2. Cancelling with enough notice

If you cancel or reschedule at least [notice period] before your appointment, there is no charge.

[If you paid a deposit, we refund it or carry it forward to your next booking.]

3. Late cancellations

If you cancel or reschedule with less than [notice period] notice, we may charge [late cancellation fee, e.g. 50% of the booked price].

4. Missed appointments

If you do not arrive within [15] minutes of your start time and have not told us, we treat the appointment as missed.

We may charge [no-show fee, e.g. the full booked price].

5. Arriving late

If you arrive late, we will do what we can in the time left. We may need to shorten your appointment so the next client is not kept waiting.

6. If we refill your slot

If we fill your appointment with another client, we will [reduce / waive] the charge.

7. Illness and emergencies

Please tell us as soon as you can. We look at each case on its merits and may waive the charge.

8. If we cancel

If we need to cancel, we will tell you as soon as we can and offer you a new time.

If you paid a deposit and the new time does not suit you, we will refund it in full.

9. Questions

Contact us on [phone] or at [email address].

Notes for you (delete before you publish this policy)

- Fill in every [square bracket], then delete these notes.
- Use one notice period everywhere: your website, booking page, confirmations and reminders.
- Set each charge to reflect what you actually lose. GOV.UK says cancellation charges must be a genuine estimate of the business's direct loss.
- GOV.UK also says businesses must take reasonable steps to reduce their losses, for example by re-selling the slot. The "refilled slot" clause covers this.
- If you keep a deposit in full, keep it small. GOV.UK says non-refundable deposits should only be a small percentage of the total price.
- Show the policy before the client books, and make the charges easy to see. GOV.UK's guide to unfair terms says written terms must be transparent, and prominent where they could significantly affect the customer.
- This template is general information, not legal advice. Guidance last checked 24 October 2026.

Sources

- GOV.UK: Cancelling goods or services
- GOV.UK: Unfair terms explained for businesses
- CMA: Unfair contract terms guidance (CMA37)

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