TEMPLATE

No-show policy

[Business name] · Last updated [date]

To keep things fair for everyone, we ask for [notice period, e.g. 48 hours] notice if you need to cancel or reschedule. That way we can offer your slot to someone else. Thank you for understanding.

1. What counts as a no-show

A no-show is when you do not arrive within [15] minutes of your appointment time and have not told us.

A cancellation with less than [notice period] notice counts as a late cancellation.

2. What happens after a no-show

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

[If you paid a deposit, we keep the deposit instead.]

3. Late cancellations

We may charge [late cancellation fee, e.g. 50% of the booked price].

[If you paid a deposit, we keep the deposit instead.]

4. If we refill your slot

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

5. Deposits

[Delete this section if you do not take deposits.]

To secure [which services, e.g. appointments over 60 minutes], we ask for a deposit of [amount].

If you give at least [notice period] notice, we carry your deposit forward to your next appointment [or refund it].

6. Repeated no-shows

After [two] no-shows, we may ask for a deposit before we take your next booking.

7. Reminders

We send a reminder [e.g. 24 hours] before your appointment by [email]. If your plans change, please use it to cancel or reschedule.

8. Illness and emergencies

If something genuinely unexpected happens, such as illness or a family emergency, tell us as soon as you can. We may waive the charge or carry your deposit forward.

9. Questions

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

> **Notes for you (delete before you publish this policy)**
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> - Fill in every [square bracket], then delete these notes.
> - If this policy is new, tell existing clients before it takes effect, for example two weeks ahead, so nobody is caught out.
> - 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**
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> - GOV.UK: Cancelling goods or services
> - GOV.UK: Unfair terms explained for businesses
> - CMA: Unfair contract terms guidance (CMA37)

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