

To claim your cashback, simply fill in your details below then post it to the address below by **30 September 2011**. Full terms and conditions of this promotion can be found overleaf.

### Customer Details\*

You'll also need to include the name of who the cheque should be made payable to, your **original sales receipt** and the **European Guarantee Information Document**, which we'll return when we send your cheque. Send to: Sony Handycam Cashback promotion, PO Box 100, Diss, Norfolk IP98 1SY. For any questions please call our hotline: 01379 649 499

Title:

First name:

Surname:

House no./Name:

Address line 1:

Address line 2:

Town/City:

County:

Postcode:

Email:

Telephone no/s:  Home:  Mobile:

**Please tick the model code for the Sony Handycam purchased:**

- HDR-CX130E £50 cashback     HDR-XR160E £50 cashback     HDR-PJ10E £50 cashback  
 HDR-CX360VE £60 cashback     HDR-PJ30VE £60 cashback     HDR-CX700VE £60 cashback

**Tick to show you've remembered to include:**

- Original sales receipt  
 European Guarantee Information Document  
 Name of who the cheque should be made payable to  
 Credit agreement (if applicable)

The rest of our questions are optional. Thank you in advance if you have time to answer.

**What was the ONE main reason for choosing to buy a Sony Handycam product?**

- Ease of use     Design     Sony brand     Cashback offer     Other

**Which, if any, of the following sources did you use when deciding which Sony Handycam product to buy?**

- Store staff     Product brochures     Family and friends     Magazines  
 Manufacturer websites     Other websites

**Which age group are you in?**

- 16-24     25-34     35-44     45-54     55+

**How many children are there in your household?**


- 0     1     2     3+

**Which of the following products do you intend to purchase in the future?**

- |                |                                |                                 |                                  |                                |
|----------------|--------------------------------|---------------------------------|----------------------------------|--------------------------------|
| BRAVIA TV      | <input type="checkbox"/> 6mths | <input type="checkbox"/> 12mths | <input type="checkbox"/> 18mths+ | <input type="checkbox"/> Never |
| VAIO laptop    | <input type="checkbox"/> 6mths | <input type="checkbox"/> 12mths | <input type="checkbox"/> 18mths+ | <input type="checkbox"/> Never |
| DVD recorder   | <input type="checkbox"/> 6mths | <input type="checkbox"/> 12mths | <input type="checkbox"/> 18mths+ | <input type="checkbox"/> Never |
| Digital camera | <input type="checkbox"/> 6mths | <input type="checkbox"/> 12mths | <input type="checkbox"/> 18mths+ | <input type="checkbox"/> Never |
| Handycam       | <input type="checkbox"/> 6mths | <input type="checkbox"/> 12mths | <input type="checkbox"/> 18mths+ | <input type="checkbox"/> Never |

Register here for the My Sony newsletter and receive all the latest news and offers from the world of Sony Electronics. Please read the following information carefully and tick the box if you agree to the terms below\*

\* DATA PROTECTION INFORMATION: Sony Europe Limited and selected third parties will use your personal details for the purposes of carrying out an audit of the 2011 Trade In promotion. It is a condition of the promotion that you agree to be contacted for these purposes. For more information regarding the use of your personal data, please see the terms overleaf.

 <b>DESIGN:</b> <input checked="" type="checkbox"/> <b>ARTWORK:</b> <input type="checkbox"/>	<b>CLIENT:</b> SONY	<b>SIZE:</b> A4	<b>DESIGNER:</b> Simon	<b>PRODUCTION:</b> Becky
	<b>JOB NUMBER:</b> 090832	<b>BLEED:</b> 3mm	<b>ART DIRECTOR:</b> -Jon	<b>ACCOUNT STAFF:</b> Sam
	<b>TITLE:</b> Handycam Cashback	<b>TYPE AREA:</b> N/A	<b>COPYWRITER:</b> -	<b>DATE:</b> 3rd June 2011
	<b>PIECE:</b> Cust Claim Form	<b>COLOURS USED:</b> CMYK	<b>JOB STARTED BY:</b> Simon	<b>VERSION:</b> 1
	<b>INSERTION DATE:</b> N/A	<b>SPOT COLOURS:</b> N/A	<b>LAST WORKED ON BY:</b> Simon	<b>COMMENTS:</b>



## TERMS & CONDITIONS

1. Customers purchasing a selected Sony product at participating stores between 23rd June 2011 and 31 August 2011 inclusive may claim cashback (in the form of a cheque). All purchases and mailing addresses must be within the UK.
2. Products included in this promotion are: HDR-CX130E, HDR-XR160E, HDR-PJ10E, HDR-CX360VE, HDR-PJ30VE, HDR-CX700VE
3. To claim your cashback (in the form of a cheque) please send your completed claim form, clearly stating who the cheque should be made payable to, together with your original sales receipt and European Guarantee Information Document to: Sony Handycam® cashback promotion, PO Box 100, Diss, Norfolk IP98 1SY.
4. All claim forms should be received no later than 30 September 2011. No claim forms will be accepted after this date. (If the purchase was via a credit agreement, please supply a copy of the agreement as well as the sales receipt).
5. The cashback is not available on a product which has not been supplied and distributed by Sony Europe Limited within the UK and Republic of Ireland. Please check with your dealer to ensure your product is eligible before purchasing to avoid disappointment.
6. Your original sales receipt and European Guarantee Information Document will be returned to you with your cheque.
8. Only original claim forms will be accepted. We suggest you make copies of all documents before posting them and send claims via signed for post.
9. Proof of posting will not be accepted as proof of receipt. No responsibility can be accepted for claim forms lost, damaged or delayed in transit.
10. Illegible or altered claim forms will be deemed void, as will claim forms not completed in accordance with these Terms and Conditions.
11. Please allow 28 days for receipt of your cheque. Should your cheque not arrive, or should there be a problem with your cheque on receipt please call the hotline on: 01379 649499.
12. There is no credit alternative to this offer.
13. All instructions given within this leaflet and claim form are part of these Terms and Conditions.
14. By claiming cashback, applicants will be deemed to have read and accepted these Terms and Conditions.

Promoter: Sony Europe Limited, The Heights, Brooklands, Weybridge, Surrey KT13 0XW. (Please do not send claim forms to this address)

\*Sony®, 'make.believe', 'Handycam', and their logos are trademarks or registered trademarks of Sony Corporation.

\*On selected models only, for further details please see inside.