**“PlayMemories Camera Apps and photography courses” PROMOTION**

Terms and Conditions

1. The promoter of the PlayMemories Camera Apps and Photography Courses promotion (the “**Promotion**”) is Sony Europe Limited, based at The Heights, Brooklands, Weybridge, Surrey KT13 0XW (“**Sony**”). **Please do not send claims to this address**.
2. The products included in the Promotion (**“Qualifying Products”**) are the following Sony-branded products:

Qualifying Products for PlayMemories Camera Apps:

|  |  |
| --- | --- |
| ILCE-5000L  ILCE-5000Y  ILCE-5100  ILCE-5100L  ILCE-5100Y  ILCE-6000  ILCE-6000L  ILCE-6000Y  ILCE-6000Z  ILCE-6300 | ILCE-6300L  ILCE-6300Z  ILCE-6500  ILCE-6500Z  ILCE-7  ILCE-7K  ILCE-7M2  ILCE-7M2K  ILCE-7R  ILCE-7RM2  ILCE-7S  ILCE-7SM2 |

Qualifying Products for Photography course:

ILCE-5000L

ILCE-5000Y

ILCE-5100

ILCE-5100L

ILCE-5100Y

ILCE-6000

ILCE-6000L

ILCE-6000Y

ILCE-6000Z

All Qualifying Products are subject to availability.

1. The Promotion entitles customers that have purchased one of the above Qualifying Products and that register their Qualifying Product on [www.sony.co.uk/mysony](http://www.sony.co.uk/mysony) (“**MySony**”) to: register for the online photography courses from <https://training.sony.eu/photography-course> and (depending on the Qualifying Product) download for free the ‘Multiple Exposure’ and ‘Star Trail’ camera applications (“**Offer Apps**”) from <https://www.playmemoriescameraapps.com/portal/> (the “**PlayMemories Application Store**”).

How to Claim

1. In order to benefit from the Promotion, customers who own a Qualifying Product will need to register their Qualifying Product online at [www.sony.co.uk/mysony](http://www.sony.co.uk/mysony).Customers who do not already have a MySony account will need to create an account.

Customers who create an account and/or register products on MySony will be deemed to have read and accepted Sony’s privacy policy which is available at <http://www.sony.co.uk/eu/pages/privacy/en_GB/privacy_overview.html>.

1. **Qualifying Products must be registered on MySony by midnight (CET) on 30 April 2017. Registrations completed after this date will not qualify for the Promotion.**
2. Following registration on MySony, the customer will receive an email containing a link to log on to Online Photography Courses (<https://training.sony.eu/photography-course>) and (depending on the Qualifying Product registered) a voucher code which can be used to download the Offer Apps for free at the PlayMemories Application Store (<https://www.playmemoriescameraapps.com/portal/>).
3. In order to download the Offer Apps from the PlayMemories application store, customers will need a Sony Entertainment Network or PlayStation®Network master account. Registration for Sony Entertainment Network is subject to acceptance of the Sony Entertainment Network Terms of Service and Privacy Policy at https://account.sonyentertainmentnetwork.com.
4. Instructions on how to download the Offer Apps are set out at [www.sony.co.uk/camera-apps](http://www.sony.co.uk/camera-apps). As part of the downloading process, customers will first need to install the app downloader software onto their computer.
5. **Voucher codes must be redeemed by 31 May 2017 (unless a later expiry date is communicated in writing) after which they will expire**. **The voucher codes for the Offer Apps are only valid in respect of those specific Offer Apps.** Voucher codes should be redeemed via the ‘Account’ section of the PlayMemories Application store.
6. In order to take Online Photography Courses, customers have to click the link on the e-mail and register on the portal page (<https://training.sony.eu/photography-course>).

General

1. The Promotion is only available to customers who are: (i) the legitimate owner of a Qualifying Product; (ii) aged 18 or over; and (iii) resident in: the United Kingdom, Ireland, France, Germany, Austria, Switzerland, Italy, Spain, Belgium, Netherlands, Poland, Denmark, Sweden, Norway or Finland.
2. In order to take advantage of the Promotion, customers will require a personal computer and broadband internet connection. Customers are responsible for any broadband access fees.
3. Products that have already been registered on MySony prior to the Promotion cannot be registered a second time and will not be eligible for the Promotion.
4. The Promotion is not open to businesses which trade in Sony products. It is only open to those consumers and businesses which purchase products for their own use and not for resale.
5. We reserve the right to withhold or cancel voucher codes where we suspect that any false or fraudulent claim or registration is being made or where a claim has been made which does not comply with these terms.
6. We reserve the right to withdraw the Promotion or substitute the voucher codes with gifts of equivalent value at any time without notice.
7. The Promotion is not available in conjunction with any other promotion.
8. No credit, product or cash alternative is available.
9. Customers who do not receive a voucher code after registering a Qualifying Product in accordance with these terms and conditions or who have any problems with redeeming their voucher codes should contact Sony on 0207 365 2810.
10. This Promotion is subject to the law of England and Wales and any disputes must be brought under the jurisdiction of the courts of England and Wales.
11. By registering a Qualifying Product and redeeming a voucher code under this Promotion, customers will be deemed to have read and accepted these terms and conditions and Sony’s privacy policy which is available at [<http://www.sony.co.uk/eu/pages/privacy/en_GB/privacy_overview.html>.](http://www.sony.de/eu/pages/privacy/de_DE/privacy_overview.html)