

## Welcome-to-Alpha Lens Cashback – Terms and Conditions

1. The promoter of the Welcome-to-Alpha Lens Cashback promotion (the “**Promotion**”) is Sony Europe B.V. based at The Heights, Brooklands, Weybridge, Surrey, KT13 0XW (“**Sony**”). Please do not send claim forms to this address as they will not be accepted. Please only use the website listed in section 7 to enter claims.
2. This Promotion is a consumer promotion and is only available to the original consumer that purchased the product, including professional photographers/ videographers. Claims from companies, organisations and institutions and claims from resellers are excluded from this offer. You must be aged 18 or over to make a claim under the Promotion.
3. The Promotion only applies to the purchase of new products (i.e. not second hand, returned or refurbished products) which have been supplied and distributed by Sony within the UK and Republic of Ireland.
4. Please take time to review these terms and conditions carefully and ensure that you comply with their provisions to avoid disappointment.

### Scope

5. This Promotion for receiving cashback on purchased Sony lenses is open to customers who have either (a) purchased one of the following Sony cameras: [ILCE-7C/ILCE-7CL/ILCE-6000/ILCE-6100/ILCE-6400/ILCE-6600/ILCE-7M2/ILCE-7M3/ILCE-7R Series/ILCE-7S Series/ILCE-9 Series](#) (“Qualifying Cameras”) by 31<sup>st</sup> March 2021 (inclusive) and registered the Qualifying Camera on My Sony between 12<sup>th</sup> October 2020 and 15<sup>th</sup> June 2021 (inclusive) and intend to purchase a Sony lens/es (“Qualifying New Customers”),

**OR** (b) purchased and registered a Qualifying Camera on or before 11<sup>th</sup> October 2020, but have not registered a lens purchase with Sony within the previous 12 months (from 11<sup>th</sup> October 2020) (“Qualifying Existing Customers”).

Claims for both “Qualifying New Customers” and “Qualifying Existing Customers” are only eligible when they have received participation codes via email from My Sony according to the below.

6. Qualifying Existing Customers and Qualifying New Customers will be entitled to claim £100 cashback on the lenses listed below (“Promotion Lenses”) *purchased* between 12<sup>th</sup> October 2020 to 30<sup>th</sup> June 2021 (inclusive) (provided the Promotion Lens was purchased at the same time as, or after the purchase of the relevant Qualifying Camera), subject to the remainder of these Terms and Conditions.

#### Qualifying Lenses:

**SEL2470GM / SEL1635GM / SEL70200GM / SEL85F14GM / SEL100400GM / SEL100F28GM / SEL24F14GM / SEL135F18GM / SEL1224GM  
SEL200600G / SEL50F14Z / SEL1224G / SEL1635Z / SEL2470Z / SEL70200G / SEL55F18Z / SEL90M28G / SEL24105G / SEL70300G / SEL20F18G / SEL35F14Z / SEL24240 / SELP28135G / SEL1670Z / SEL24F18Z / SEL1655G / SEL70350G**

## How to Claim

7. Please complete your claim for the lens/es cashback online at the following URL: <https://www.sony.co.uk/promo/welcome-to-alpha>.
8. You will need a valid voucher code to submit a claim under this Promotion. Qualifying New Customers will receive three individual voucher codes by one email from My Sony, following registration of a Qualifying Camera through My Sony within the period set out in section 5(a) above. Qualifying Existing Customers will automatically be sent one email with three individual voucher codes by 12<sup>th</sup> October 2020. Each code can only be used once.
9. You will need a My Sony account to submit the cashback claim. To complete your claim you will be required to include electronically (i) a photo of the white sticker which shows barcodes, model and serial number of the Promotion Lens that is CUT OUT from the lens product packaging, (ii) a copy of your original printed sales receipt/sales invoice for the Promotion Lens clearly showing the name of the retailer, the product name and date of purchase, and (iii) a valid voucher code. Mere online order confirmations and handwritten receipts will not be accepted. Fake, altered or doctored invoices or receipts will be rejected and the related claims treated as a fraudulent claim. Sony reserves the right to request additional information and/or supporting documents in order to verify the validity of claims.
10. **Correct claims supplying the above listed information, may be submitted immediately after the date of purchase of the relevant Lens(es).**
11. **All claim forms submitted in respect of the Cashback Promotion must be received by midnight (CET) on 31 July 2021. No claims will be accepted after this date.**

## General Terms applicable to all Cashback applications

12. The Cashback is only available on Promotion Lenses which have been supplied and distributed by Sony to its authorised participating dealers within the UK, Republic of Ireland and Isle of Man (as appropriate). We recommend that you check with your retailer before purchase to ensure that your purchase qualifies under these Terms and Conditions. The list of retailers participating in this promotion is available at [https://campaign.odw.sony-europe.com/redemption/dealers/GB\\_DI\\_Lens\\_dealers.pdf](https://campaign.odw.sony-europe.com/redemption/dealers/GB_DI_Lens_dealers.pdf). Sony is not responsible for a retailer's misleading statements in this respect and the final decision as to whether a retailer is authorised rests with Sony. For the avoidance of doubt, **Sony will not accept claims against products purchased from third party resellers on the Amazon Marketplace platform (whether listed as new or used) unless they are already part of the participating retailers list. Sony will not accept claims against products purchased from eBay (whether listed as new or used).**
13. A claim for Cashback cannot be made in respect of a product that is returned to the retailer for a refund. Sony may check serial numbers with retailers to monitor for product returns. Where cashback has already been paid in respect of a returned product Sony shall be entitled to recover the relevant amount from you.

14. Only one Promotion Lens can be included in each claim with a single voucher code. Each customer is limited to one claim per individual lens model and a maximum of three (3) product claims in total. Voucher codes are personal, may not be transferred to third parties and may not be re-used.
15. In the event of an incomplete claim, the participant will be informed via email and he/she will be given a deadline of fourteen (14) calendar days in which to resolve any issues and to send the correct and valid document that meets these requirements.
16. Please allow 28 days for receipt of your Cashback once your claim has been validated and all criteria have been fulfilled; where we are unable to meet this deadline then we will do so as quickly as possible thereafter.
17. The Cashback will be provided in the form of a direct bank transfer to banks in the European territory provided correct bank details have been submitted and receipt and serial number picture is valid and readable. Claimants will have their Cashback paid in the currency of the country where the lens product was purchased. If you provide bank account details in a country outside the country of purchase, you accept that the amount you receive may vary depending on the local currency and exchange rate at the date of payment. You should make sure your bank accepts payments in the currency of the country of purchase – Sony accepts no liability in the event your bank does not accept payment in this currency or for any related bank charges which may apply. Alternative cashback fulfilment is not possible.
18. It is necessary to have access to the internet with sufficient broadband speed and download capability in order to complete the claim form. Sony will not be held liable for any technical, hardware, software, server, website or internet connection issues which prevent or otherwise obstruct you from participating in the Promotion. Please note that there may be additional fees imposed by a participant's internet service provider depending on their terms and conditions of internet use.

## **Miscellaneous terms**

19. We reserve the right to withhold and / or refuse payment of the Cashback: (i) where we suspect that a claim under this Promotion is false or fraudulent or the claim does not comply with these terms, (ii) where a claim includes a serial number that has been used for a previous claim under this promotion, or (iii) to an individual who has submitted a claim under a previous promotion which was fraudulent or otherwise in breach of terms of the terms of such promotion. Sony reserves the right to take legal action against any claimant who deliberately makes a fraudulent claim.
20. We reserve the right to withdraw the Promotion at any time without notice. All Cashback offers are subject to availability. Sony reserves the right to substitute any of the offers for products or services of equivalent status and value as necessary.
21. All Sony products are subject to availability.
22. The fact of having made a claim for cashback for a Promotion Lens under a different Sony promotion does not prevent you from participating in this Welcome-to-Alpha Lens Promotion.

23. There is no credit, cash or product alternative to the payment of a Cashback.
24. **Should you have any queries in relation to your claim, please phone us on [0207 365 2810](tel:02073652810) (UK) and [+353 \(0\) 14073341](tel:+353014073341) (Republic of Ireland) or contact us via online website at [www.sony.co.uk/cashback/di/contact](http://www.sony.co.uk/cashback/di/contact) (UK) or [www.sony.ie/cashback/di/contact](http://www.sony.ie/cashback/di/contact) (IE).**
25. All instructions given within the claim form are part of these Terms and Conditions.
26. By claiming your Cashback claimants 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/pages/privacy/privacy\\_statement\\_en\\_GB.html](http://www.sony.co.uk/pages/privacy/privacy_statement_en_GB.html)
27. Personal information which you supply will be processed by Sony Europe B.V. and its third-party service provider for the purposes of administering this promotion. Sony may share information with retailers and other third parties, where necessary, in order to verify claims and prevent (and/or report) fraudulent claims.
28. If you have any questions regarding our use of your personal information, please contact us via our online web form at <http://services.sony.co.uk/support/en/contacts/pim/email>
29. This Promotion shall be governed by, and construed under, the laws of territory in which you reside, and the parties submit to the exclusive jurisdiction of the courts of the same territory.