



Terms and Conditions

1. The promoter of Cashback with Sony (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 websites listed in section 6 to enter claims.
2. This promotion is a consumer campaign and is available only for the original consumer who originally bought the product, including professional photographers and professional 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. If you have purchased any of the following products (the “**Products**”) from an authorised Sony dealer located in the [UK, Republic of Ireland](#) and Isle of Man **between the 1st April 2026 and 31st July 2026 (inclusive, “Promotion Period”)** then you will be entitled to apply for the following Cashback amounts and the remainder of these Terms and Conditions shall apply.

ALPHA CAMERAS	TYPE	Amount GBP	Amount EUR
ILCE-7SM3	FULL-FRAME	£ 300	€ 300
ILCE-7CR	FULL-FRAME	£ 200	€ 200
LENSES	TYPE	Amount GBP	Amount EUR
SEL1635GM	FULL-FRAME ZOOM	£ 200	€ 200
SEL2470GM	FULL-FRAME ZOOM	£ 300	€ 300
SEL70200GM	FULL-FRAME ZOOM	£ 200	€ 200
SEL35F14GM	FULL-FRAME ZOOM	£ 200	€ 200
SEL50F14GM	FULL-FRAME ZOOM	£ 200	€ 200
SEL85F14GM	FULL-FRAME ZOOM	£ 100	€ 100
SEL100400GM	FULL-FRAME ZOOM	£ 100	€ 100
SEL200600G	FULL-FRAME ZOOM	£ 100	€ 100
SEL2070G	FULL-FRAME ZOOM	£ 200	€ 200
SEL2450G	FULL-FRAME ZOOM	£ 100	€ 100
SEL1625G	FULL-FRAME ZOOM	£ 100	€ 100
SEL70200G2	FULL-FRAME ZOOM	£ 100	€ 100
SEL90M28G	FULL-FRAME PRIME	£ 100	€ 100
SEL24105G	FULL-FRAME PRIME	£ 200	€ 200
SEL1655G	APS-C ZOOM	£ 100	€ 100



ACCESSORIES	TYPE	Amount GBP	Amount EUR
HVL-F60RM2	FLASH	£50	€ 50
VG-C3EM	BATTERY GRIP	£50	€ 50
VG-C4EM	BATTERY GRIP	£50	€ 50
SF-G256T	MEMORY CARD	£100	€ 100
CEA-G1920T	MEMORY CARD	£150	€ 150
CEA-G960T	MEMORY CARD	£100	€ 100
CEA-G480T	MEMORY CARD	£50	€ 50
CEA-G240T	MEMORY CARD	£25	€ 25

How to claim

- Regardless of the type of product(s) that you are claiming for, please complete your claim online at the following URL: www.sony.co.uk/cashback/summer (or www.sony.ie/cashback/summer for Republic of Ireland). You will need a My Sony account to submit a claim – if you do not already have a My Sony account, you will be required to create an account.
- To complete your claim, you will be required to include electronically the serial number of the product, a handheld photo of the serial number on the product itself, and a copy of your original printed sales receipt/sales invoice clearly showing the name of the retailer, the product name and date of purchase. In case the proof of purchase mentions an order date that is different from the date that the proof of purchase was issued (invoice date), then the purchase date will be determined solely by reference to the order date. Please note that order confirmations never replace valid invoices. Online order confirmations and handwritten receipts will not be accepted. As an exception, order confirmation containing an order number will be accepted for “Very and Littlewoods” customers only, that are eligible for this promotion. 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.
- Claims may only be submitted after thirty (30) days from the date of purchase of the relevant Product(s). Claims submitted before the relevant date will be rejected.**
- All claim forms submitted in respect of the Cashback Promotion must be received by midnight (CET) on September 30th, 2026. No claims will be accepted after this date.**

General Terms applicable to all Cashback applications

- The Cashback is only available on Sony qualifying products which have been supplied and distributed by Sony to its authorised 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. You can also check on the Sony Cashback website specified in section 6 for details of Sony’s authorised dealers. Sony is not

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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 accept claims from Amazon Marketplace only if the reseller is listed as one of the eligible dealers for this campaign. The claim will be rejected for any other third-party reseller on the Amazon Marketplace platform.

11. The Sony Summer cashback offer cannot be cumulated with other Sony cashback promotion(s) such as Student Cashback at the time of purchase. Other Sony promotions eligible after purchase namely Extended Warranty & Welcome to Alpha are still valid when registering the purchased products.
12. 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.
13. Each customer is limited to a maximum of two claims per individual model and a maximum of 5 claims in total for participating Products purchased during the Promotion Period (for example: if a customer purchases a qualifying camera and also purchases a qualifying kit that includes the same camera model, the customer will be able to claim in respect of both of those purchases).
14. In the event of an incomplete claim, the participant will be informed via email and he/she will be given a deadline of 14 (fourteen) calendar days in which to resolve any issues and to send the correct and valid document that meets these requirements.
15. Please allow 28 days for receipt of your Cashback once all criteria have been fulfilled; where we are unable to meet this deadline then we will do so as quickly as possible thereafter.
16. The Cashback will be provided in the form of a direct bank transfer provided correct bank details have been submitted and receipt is valid and readable. Claimants will have their Cashback paid in pounds sterling (or Euros for purchases in Republic of Ireland). If you provide bank account details in a country outside the country of purchase, you should check if your bank accepts payments in these currencies and you accept that the amount you receive may vary depending on the local currency and exchange rate at the date of payment. Sony accepts no liability in the event your bank does not accept payment in the relevant currency or for any related bank charges which may apply. Alternative cashback fulfilment is not possible. **For a purchases made in the UK, payments will be made to UK bank accounts only.**
17. 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.



Miscellaneous terms

18. 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 claim under a previous promotion or 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.
19. 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.
20. All Sony products are subject to availability.
21. There is no credit, cash or product alternative to the payment of a Cashback.
22. **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 (UK) or www.sony.ie/cashback/di/contact (IE)**
23. All instructions given within the claim form are part of these Terms and Conditions.
24. 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
25. 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 or other third parties, where necessary, in order to verify claims and prevent (or report) fraudulent claims.
26. 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>
27. 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.