

## Terms and Conditions

1. The promoter of Cashback on selected Sony TVs (the “**Promotion**”) is Sony Europe B.V. based at The Heights, Brooklands, Weybridge, Surrey, KT13 0XW (“**Sony**”). To ensure a smooth claims process, please refrain from sending claim forms to this address, as they will not be accepted. Please only use the websites listed in section 6 to submit your claim.
2. This Promotion is designed as a consumer campaign, exclusively available to the original consumer who purchased any of the eligible products. Claims from companies, organisations and institutions and claims from resellers are not eligible for this offer. Claimants must be aged 18 or over to submit a claim under the Promotion.
3. The Promotion applies solely to the purchase of new products (i.e. not second hand, returned or refurbished products) that 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 **30-Apr-2025 and 1-July-2025 (inclusive)** then you will be entitled to apply for the following Cashback amounts and the remainder of these Terms and Conditions shall apply.
6. A purchase date is specified in the table below to clarify the timeline for claiming cashback on certain Products included in this Promotion. Cashback eligibility on Products that can be claimed is clarified below.

Model	Model Code	Service model name	Cashback Value (£)	Cashback Value (€)	Purchase Date
BRAVIA X90L 98"	XR98X90LU	XR-98X90L	£500	€ 500	30/04 - 01/07
BRAVIA A95L 77"	XR77A95LPU	XR-77A95L	£500	€ 500	30/04 - 01/07
BRAVIA 9 85"	K85XR90PU	K-85XR90	£300	€ 300	30/04 - 01/07
BRAVIA A80L 83"	XR83A84LPU	XR-83A84L	£300	€ 300	30/04 - 01/07
BRAVIA 9 75"	K75XR90PU	K-75XR90	£300	€ 300	30/04 - 01/07
BRAVIA 9 65"	K65XR90PU	K-65XR90	£300	€ 300	30/04 - 01/07
BRAVIA 8 II 65"	K65XR8M25B.UKA	K-65XR8M25B	£300	€ 300	30/04 - 01/07
BRAVIA 8 II 55"	K55XR8M25BP.UKA	K-55XR8M25BP	£300	€ 300	30/04 - 01/07
BRAVIA 8 II 55"	K55XR8M25B.UKA	K-55XR8M25BP	£300	€ 300	30/04 - 01/07
BRAVIA 7 85"	K85XR70PU	K-85XR70	£200	€ 200	30/04 - 01/07
BRAVIA 5 85"	K85XR55BP.UKA	K-85XR55BP	£200	€ 200	30/04 - 01/07
BRAVIA 8 77"	K77XR80PU	K-77XR80	£200	€ 200	30/04 - 01/07
BRAVIA 7 75"	K75XR70PU	K-75XR70	£200	€ 200	30/04 - 01/07
BRAVIA 5 75"	K75XR55BP.UKA	K-75XR55BP	£200	€ 200	30/04 - 01/07
BRAVIA 8 65"	K65XR80U	K-65XR80	£200	€ 200	30/04 - 01/07
BRAVIA 8 65"	K65XR80PU	K-65XR80	£200	€ 200	30/04 - 01/07
BRAVIA 8 55"	K55XR80PU	K-55XR80	£200	€ 200	30/04 - 01/07

BRAVIA 7 55"	K55XR70PU	K-55XR70	£200	€ 200	30/04 - 01/07
BRAIVA 3 85"	K85S38BP.UKA	K-85S38BP	£100	€ 100	30/04 - 01/07
BRAVIA 3 85"	K85S35BP.UKA	K-85S35BP	£100	€ 100	30/04 - 01/07
BRAVIA 3 75"	K75S38B.UKA	K-75S38B	£100	€ 100	30/04 - 01/07
BRAVIA 3 75"	K75S35BP.UKA	K-75S35B	£100	€ 100	30/04 - 01/07
BRAVIA 3 75"	K75S35B.UKA	K-75S35BP	£100	€ 100	30/04 - 01/07
BRAIVA 7 65"	K65XR70U	K-65XR70	£100	€ 100	30/04 - 01/07
BRAIVA 7 65"	K65XR70PU	K-65XR70	£100	€ 100	30/04 - 01/07
BRAVIA 5 65"	K65XR55BP.UKA	K-65XR55BP	£100	€ 100	30/04 - 01/07
BRAVIA 5 65"	K65XR55B.UKA	K-65XR55B	£100	€ 100	30/04 - 01/07
BRAVIA X85 75"	KD75X85LU	KD-75X85L	£100	€ 100	30/04 - 01/07
BRAVIA X85 75"	KD75X85LPU	KD-75X85L	£100	€ 100	30/04 - 01/07
BRAVIA X85 65"	KD65X85LU	KD-65X85L	£100	€ 100	30/04 - 01/07
BRAVIA X85 65"	KD65X85LPU	KD-65X85L	£100	€ 100	30/04 - 01/07
BRAVIA 3 65"	K65S38B.UKA	K-65S38B	£100	€ 100	30/04 - 01/07
BRAVIA 3 65"	K65S35BP.UKA	K-65S35B	£100	€ 100	30/04 - 01/07
BRAVIA 3 65"	K65S35B.UKA	K-65S35BP	£100	€ 100	30/04 - 01/07
BRAVIA 5 55"	K55XR55BP.UKA	K-55XR55BP	£100	€ 100	30/04 - 01/07
BRAVIA 5 55"	K55XR55B.UKA	K-55XR55B	£100	€ 100	30/04 - 01/07
BRAVIA 3 55"	K55S38B.UKA	K-55S38B	£100	€ 100	30/04 - 01/07
BRAVIA 3 55"	K55S35BP.UKA	K-55S35B	£100	€ 100	30/04 - 01/07
BRAVIA 3 55"	K55S35B.UKA	K-55S35BP	£100	€ 100	30/04 - 01/07
BRAVIA A90K 48"	XR48A90KPU	XR-48A90KP	£100	€ 100	30/04 - 01/07
BRAVIA A90K 48"	XR48A90KU	XR-48A90K	£100	€ 100	30/04 - 01/07
BRAVIA A90K 42"	XR42A90KPU	XR-42A90KP	£100	€ 100	30/04 - 01/07
BRAVIA A90K 42"	XR42A90KU	XR-42A90K	£100	€ 100	30/04 - 01/07
BRAVIA X85 55"	KD55X85LU	KD-55X85L	£50	€ 50	30/04 - 01/07
BRAVIA X85 55"	KD55X85LPU	KD-55X85LP	£50	€ 50	30/04 - 01/07
BRAVIA 5 50"	K50S38B.UKA	K-50S38B	£50	€ 50	30/04 - 01/07
BRAVIA 5 50"	K50S35BP.UKA	K-50S35B	£50	€ 50	30/04 - 01/07
BRAVIA 5 50"	K50S35B.UKA	K-50S35B	£50	€ 50	30/04 - 01/07
BRAVIA 3 43"	K43S38BP.UKA	K-43S38BP	£50	€ 50	30/04 - 01/07
BRAVIA 3 43"	K43S35BP.UKA	K-43S35BP	£50	€ 50	30/04 - 01/07

## How to claim

7. Please complete your claim online at the following URL:

<http://www.sony.co.uk/cashback/bravia2025>

or

<http://www.sony.ie/cashback/bravia2025>.

You will need a My Sony account to submit a claim – if you do not already have a My Sony account, you will be prompted to create an account.

8. Claims may only be submitted **after thirty-five (35) days** from the date of purchase of the relevant Product(s). Claims submitted before the relevant date will be automatically rejected.
9. To complete your claim, please ensure you include the following electronically:
  - **The serial number of the product;**
  - **A photo of your TV Screen** clearly showing both the **Serial Number and the Device ID**. To do this, you must access the menu of your television using the “Help” key on your remote control, navigate to the ‘Status & Diagnostics’ item on the left side of the screen and press OK on the remote then select the “System information” option and press ok; 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 all cases, if the proof of purchase indicates an order date that differs from the date the proof of purchase was issued (invoice date), the purchase date will be determined solely by the order date. Please note that order confirmations cannot replace valid invoices.** Online order confirmations and handwritten receipts will not be accepted. Any fake, altered, or doctored invoices or receipts will be rejected and the related claims treated as fraudulent. Sony reserves the right to request additional information and/or supporting documents to verify the validity of claims.

10. All claim forms must be received by midnight (CET) on 1-September-2025. No claims will be accepted after this date.

#### **General Terms applicable to all Cashback applications**

11. The Cashback is available exclusively on qualifying Sony products that have been supplied and distributed by Sony to its authorised dealers within the UK, Republic of Ireland and Isle of Man (as applicable). We recommend checking with your retailer prior to purchase to ensure that your product qualifies under these Terms and Conditions. You can also visit the Sony Cashback website specified in section 6 for a list of Sony’s authorised dealers. Please note that Sony is not responsible for any misleading statements made by retailers regarding eligibility and the final decision as to whether a retailer is authorised rests solely with Sony. **For the avoidance of doubt, claims from Amazon Marketplace will only be accepted if the reseller is listed as one of the eligible dealers for this campaign. Claims from any other third-party resellers on the Amazon Marketplace platform will be rejected.**
12. A claim for Cashback cannot be made in respect of a product that is returned to the retailer for a refund. Sony may verify serial numbers with retailers to monitor for product returns. Where cashback has already been paid for a returned product, Sony reserves the right to recover the relevant amount from you.
13. Each customer is limited to a maximum of one claim per individual model and a maximum of 2 (two) claims in total.
14. In the event of an incomplete claim, the participant will be notified via email and will be given a deadline of fourteen (14) calendar days to resolve any issues and submit the correct and valid document that meets these requirements.

15. Please allow 28 days for the receipt of your Cashback once all criteria have been fulfilled. If we are unable to meet this deadline, we will process your claim as quickly as possible thereafter.
16. The Cashback will be issued via direct bank transfer, provided that correct bank details have been submitted and receipt is valid and legible. Claimants will receive their Cashback paid in pounds sterling (or Euros for purchases in Republic of Ireland). If you provide bank account details from a country outside the purchase location, please verify that your bank accepts payments in these currencies. You acknowledge that the amount received may vary depending on the local currency and exchange rates at the date of payment. Sony accepts no liability if your bank does not accept payment in the relevant currency or for any associated bank charges. Alternative methods of Cashback fulfilment are not available. **Payments for purchases made in the UK will be made to UK bank accounts only and payments for purchases made in Republic of Ireland (ROI), will be made to ROI bank accounts only. Please note that international bank transfers may incur additional fees charged by banks, which could reduce the total amount received. Sony will not be liable for any such fees or discrepancies in the amount received.**
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 in the following circumstances: (i) if we suspect that a claim under this Promotion is false or fraudulent or the claim does not comply with these terms, (ii) if 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) if the claimant has submitted a claim under a previous promotion that was fraudulent or otherwise in breach of terms of the terms of that promotion. Sony reserves the right to take legal action against any claimant who deliberately submits a fraudulent claim.
19. We reserve the right to withdraw the Promotion at any time without notice. Sony reserves the right to modify and or 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. If any provision of these Terms and Conditions is found to be invalid or unenforceable, the remaining provisions will continue to be valid and enforceable.
23. Failure to enforce any provision of the Terms and Conditions does not constitute a waiver of that provision or any other provision.
24. Should you have any queries in relation to your claim, please phone us on 0207 365 2810 **(UK) and +353 (0) 14073341 (Republic of Ireland) or contact us via online website at:**  
  
[www.sony.co.uk/cashback/tv/contact](http://www.sony.co.uk/cashback/tv/contact) (UK)  
[www.sony.ie/cashback/tv/contact](http://www.sony.ie/cashback/tv/contact) (IE)
25. All instructions provided 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 or other third parties, where necessary, to verify claims and prevent (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: <http://services.sony.co.uk/support/en/contacts/pim/email>
29. This Promotion shall be governed by, and construed under, the laws of England and Wales (or the laws of Ireland for purchases from retailers in the Republic of Ireland), and the parties submit to the exclusive jurisdiction of the courts of England and Wales (or the Irish courts for purchases from retailers in the Republic of Ireland).