



Welcome to Alpha Extra - Terms and Conditions

1. The promoter of the Welcome to Sony Alpha 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 9 to enter claims.
2. This Promotion starting on August 1st, 2026 and finishing on October 31st, 2026 is a consumer promotion and is only available to the consumer that purchased the eligible products, including professional photographers/ videographers purchasers. Claims from companies, organizations 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.

Scope

3. This Promotion for receiving Cashback on purchased Sony participating new lenses is open to customers who own and register a Sony ALPHA 7 V or 7R VI camera ("Qualifying Cameras"). Note: cameras on their own are not eligible for cashback. Cameras are used solely to establish eligibility for participation in the Promotion.
4. The Promotion exclusively applies to the purchase of new SEL1635GM2, SEL2470GM2, SEL70200GM2 or SEL85F14GM2 lenses ("Cashback Products") (i.e. not second hand, returned or refurbished products) within the UK and Republic of Ireland from participating dealers to be claimed on the following websites: [UK](#) & [Ireland](#).
5. For the avoidance of doubt, the Qualifying Camera may have been purchased new, second hand, refurbished or previously owned from participating dealers. Cashback eligibility applies only to the purchase of new lenses, subject to these Terms & Conditions.
6. For each qualifying camera, customers can claim up to three cashback rewards for newly purchased SEL1635GM2, SEL2470GM2, SEL70200GM2 or SEL85F14GM2 lenses.
The value of each cashback is £/€ 200 provided this camera was registered on My Sony. Purchases must be made from participating dealers (in the [UK](#) or [RoI](#)), during the promotional period defined at section 2 above. Any claim for a different combination of Qualifying Camera/Qualifying Product should be made using the regular "Welcome to Alpha" claim form (for £/€ 100 cashback per lens)



at

<https://www.sony.co.uk/promo/welcome-to-alpha> (UK)

<https://www.sony.ie/promo/welcome-to-alpha> (RoI)

All claims are subject to the Terms & Conditions outlined.

7. In total, each customer may submit a maximum of twelve cashback claims on the "Welcome to Alpha" and "Welcome to Alpha Extra" pages together. The Cashback Products can be purchased together with the Qualifying Camera or thereafter. Same individual serial number of a Cashback Product that has been used for Welcome to Alpha Extra cashback promotion, cannot be used again with regular Welcome to Alpha promotion.
8. Any claims for Cashback Products can only be made when the customer has received participation codes via email from My Sony according to the below. In case of joint purchase of the Qualifying Camera and the Cashback Product/s, the voucher code will be sent to the customer after purchase, to claim cashback retrospectively.

How to Claim

9. Please complete your claim for the cashback online at the following URL:

<https://www.sony.co.uk/promo/welcome-to-alpha-extra> (UK)

<https://www.sony.ie/promo/welcome-to-alpha-extra> (RoI)

10. You will need a valid voucher code to submit a claim for Cashback under this Promotion. Upon registration of the Qualifying Camera you will either receive three individual voucher codes sent by email within 24 hours after registration or if registration dates back longer automatically through periodic Sony ad hoc mailings. Each code can only be used once.
11. 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 handheld lens which shows model and serial number, (ii) a copy of your original printed sales receipt/sales invoice for the lens clearly showing the name of the retailer, the product name and date of purchase, and (iii) a valid voucher code. (iv) a copy of your original printed sales receipt/sales invoice for the Sony camera Alpha 7V or



Alpha 7R VI clearly showing the name of the retailer, the product name and date of purchase. Mere 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.

12. **Correct claims supplying the above listed information, may only be submitted after thirty (30) days from the date of purchase of the relevant Cashback Product and within one hundred and twenty (120) days following the lens purchase at the latest. Claims submitted outside of this window will be rejected. Last date to participate: February 28th, 2027.**

General Terms applicable to all Cashback applications

13. The Cashback is only available on Cashback Products which have been supplied and distributed by Sony to its authorized 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. 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 part of the participating retailers list. Sony will not accept claims against products purchased from eBay (whether listed as new or used).**
14. 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.
15. Only one Cashback Product can be included in each claim with a single voucher code. Each customer is limited to one claim per individual Cashback Product model. Voucher codes are personal, may not be transferred to third parties and may not be re-used.



16. 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.
17. 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.
18. 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 Cashback 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.
19. 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

20. 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.



21. We reserve the right to withdraw or end this Welcome-to-Alpha Cashback offer at any time with an official three months' notice period.
22. All Sony products are subject to availability.
23. The fact of having made a claim for cashback for a Cashback Product under a different Sony promotion does not prevent you from participating in this Welcome-to-Alpha Promotion.
24. There is no credit, cash or product alternative to the payment of a Cashback.
25. 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/di/contact (UK) or www.sony.ie/cashback/di/contact (IE).
26. All instructions given within the claim form are part of these Terms and Conditions. By claiming your Cashback claimants will be deemed to have read and accepted these Terms and Conditions.
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. For more details, including information about how we use your information and the legal basis for doing so, how we share your information, and your rights, please see our Privacy Policy, which you can read at: https://www.sony.co.uk/eu/pages/privacy/en_GB/privacy_overview.html or https://www.sony.ie/eu/pages/privacy/en_IE/privacy_overview.html
28. If you have any questions regarding our use of your personal information, please contact us via our online web form, [in the UK](#) or [in Ireland](#).
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.