

## LUMIX Spring Cashback Promotion – Promotion Terms and Conditions

**Register your LUMIX S5M2\*, S5M2X\*, GH7\*, G9M2\* and G97\* series Camera from a Participating Retailer and get £100 / €100 Cash Back**

Email: [Panasonic@promotion-support.com](mailto:Panasonic@promotion-support.com)

Promotion Period (Purchase Period): Qualifying Products must be purchased between 20th March 2026 and 10th May 2026.

Claim Period: Cashback claims may only be submitted online from 19th April 2026 until 18th June 2026, provided that at least 30 calendar days have passed since the purchase date shown on your proof of purchase

### 1. PROMOTER

**LUMIX Spring Cashback Promotion** (hereafter referred to as the “**Promotion**”) is promoted by Panasonic UK, Maxis 2, Western Road, Bracknell, Berkshire RG12 1RT, UK as a branch of Panasonic Marketing Europe GmbH, whose registered address is Hagenauer Str. 43, 65203 Wiesbaden, Germany (the “**Promoter**”).

### 2. ELIGIBILITY

2.1. The Promotion is applicable to residents of the following countries: Germany, Austria, France, Monaco, Belgium, Luxembourg, Bulgaria, Croatia, Czech Republic, Hungary, Italy, Netherlands, Poland, Portugal, Romania, Slovakia, Spain, Switzerland, United Kingdom, Ireland, Finland, Denmark, Norway, and Sweden (“**Participating Countries**”).

2.2. The participant must be at least 18 years old (“**Participant**”). Employees of the Promoter, its subsidiary companies, their families, agents and other parties directly involved with this Promotion are not eligible to enter. The Promotion is only open to Participants purchasing for their own use i.e. end users. The Promoter reserves the right to verify the eligibility of Participants and/or to exclude Participants at its sole discretion at any time for any reason. Resellers may not submit claims on behalf of their customers. Registration and claims by the Participating Retailer, Participating Retailer’s employees and the employee’s families is not permitted.

2.3. To participate in the Promotion, the Participant has to purchase LUMIX S5M2\*, S5M2X\*, GH7\*, G9M2\* and G97\* camera body or kit (“**Qualifying Products**”), as described in Annex 1, from a Participating Retailer (“**Participating Retailer**”) in a Participating Country in the Promotion Period and register the Qualifying Products in accordance with these terms and conditions on the registration page hosted by our cooperation partner Benamic, IDA Business & Technology Park, Ring Road, Kilkenny, Ireland, (“**Benamic**”), providing the requested information stated in clause 4. All Participating Retailers are listed in the Annex 2. Please also check with your local dealer whether they are participating in this Promotion.

2.4. All Qualifying Products must be new and genuine Panasonic products. Purchases of second hand refurbished or reconditioned products, and products imported from outside the Participating Countries or products which are counterfeit or infringe the intellectual property rights of the Panasonic group of Companies in any way will not qualify for this Promotion. The Promoter will not accept claims against products purchased from eBay (whether listed as new or used).

### 3. Cash Back

3.1. When participating in this Promotion the Participant will get a payout of Cash Back in the amount of **£100 / €100** for each Qualifying Product ("**Cash Back**").

3.2. The Cash Back offered under this Promotion is non-exchangeable, non-transferable and there is no cash or credit alternative available. Payment of the Cash Back via the Participating Retailer is expressly prohibited. A double claim of the Cash Back is excluded.

3.3 A maximum of 5 Qualifying Products can be claimed per Participant, during the Promotion. Only 1 claim may be made per Qualifying Product.

3.4 Where the Cash Back payment constitutes a taxable benefit, the tax liability lies with the Participant. Accordingly, if your bank charges you, such charges will be deducted by your bank from the cash back amount.

3.5 Cash Back will be transferred within 30 days of validation of the claim.

#### **4. CLAIM PROCESS**

4.1. To claim the Cash Back, the Participant simply registers the Qualifying Product online at the registration page hosted by Benamic at: <https://www.panasonic.com/uk/consumer/promotions/lumix/lumix-cashback-promotion.html>

4.2. Claims relating to Qualifying Products purchased before or after the Promotion Period will be deemed invalid.

4.3. To claim the Cash Back, the Participant has to provide the following mandatory information at the registration landing page stated in clause 4.1:

**1) Personal Details (Title, full name, postal address, country of residence, e-mail address, phone number)**

**2) Product Details (Product name, retailer channel, store name, country of purchase, date of purchase, serial number of the Qualifying Products.**

**Participant will also need to upload a copy of invoice or receipt, along with a clear photo of the product serial number and the barcode printed on the carton box.**

**Claims that do not meet these requirements may not be eligible for cashback.**

**3) Invoice document that shows the name of Participating Retailer, date of purchase and product model number.**

**4) Bank Details**

4.4 Once the Participant has registered, they will receive confirmation of receipt by email. Each Cash Back claim is limited to a single use and cannot be used in conjunction with any other LUMIX S5M2\*, S5M2X\*, GH7\*, G9M2\* and G97\* camera promotional voucher or cash back offer.

4.5. The time period for making the claim is the Claim Period. Applications made before or after the Claim Period, or those in which 30 calendar days have not fully elapsed between the purchase date and the application date, will not be eligible for the Promotion. The Participant must ensure the purchase receipt includes the product name (model number) purchased, store name and the date of purchase.

4.6. The Promoter will not be held responsible or liable for any technical, hardware, software, server, website or other failures or damage of any kind, to the extent that this prevents the Participant from or otherwise obstructs the Participant to enter in the Promotion. If online registration is not possible for technical reasons, our support team at **Panasonic@promotion-support.com** is available.

4.7. Claims made by fax, telephone, email or post will not be accepted. Illegible, incomplete or altered claim forms or surveys will be deemed void, as will claim forms not completed in accordance with these terms and conditions.

4.8. The Participant's claim will be verified by Benamic in accordance with these terms and conditions. Claims are not valid in respect of Qualifying Products that are returned to the Participating Retailer and the Participant exchanges the Qualifying Product or receives a full refund, in which case the Promoter will be entitled to claim back any Cash Back provided.

4.9. The Promoter will not process a claim if the Participant does not provide a valid copy of the purchase receipt, the product serial number and image of the serial number and barcode.

4.10 In the event that the Participant returns the Qualifying Product to the Participating Retailer, the Participant will not be entitled to claim Cash Back and any claim will be thereafter dismissed. For the avoidance of doubt this clause does not prohibit in any way the Participant's right to exercise their applicable statutory or warranty rights.

4.11 In the event of return, cancellation or reimbursement of the Qualifying Product by the retailer, the Participant undertakes to reimburse the Promoter and/or Benamic for any unduly received cashback amount.

4.12 Participation implies that the product remains in the Participant's possession at the time of claim submission.

## 5. PRIVACY & DATA PROTECTION

5.1. The responsible data controller is the Promoter, Panasonic Marketing Europe GmbH, Hagenauer Str. 43, 65203 Wiesbaden, Germany, [data\\_protection@eu.panasonic.com](mailto:data_protection@eu.panasonic.com).

5.2. The Promoter will comply with the statutory provisions of applicable law on data protection. The privacy policy of the Promoter applies which can be found at:

<https://www.panasonic.com/uk/privacy-policy.html>

5.3. Personal data will be collected and processed by Benamic on behalf of the Promoter. Benamic will comply with the statutory provisions of applicable law on data protection. The types of data collected include Personal Details, Product Details and Bank Details as listed under 4.3

5.4. The purposes of data collection: Data will be collected, processed and stored by Benamic for the sole purpose of the performance of the Promotion. For registering the Qualifying Product with the Promoter or for e-mail marketing by the Promoter the data will be collected by the Promoter as far as the Participant has consented to it during registration. If the Participant consented to e-mail marketing, the Personal Details listed under 4.3 will also be collected, processed and stored for such purpose. Data of already existing customers will be compared and updated with the provided data of this Promotion.

5.5. For the purpose of carrying out the Promotion, the processing of personal data is based on Article 6 (1) (b) General Data Protection Regulation ("GDPR"). The processing of Personal Details for the purpose of e-mail marketing is based on Article 6 (1) (a) GDPR.

5.6. All personal data of the Participant will neither be passed on to third parties nor made available to them for use without their consent. An exception is made for third parties, inter alia agencies which have been commissioned to carry out the Promotion, and which will collect, store and use the data for the purpose of carrying out the Promotion. The third parties comply with GDPR and have the necessary security measures in place as agreed with the Promoter in writing and having a Data Processing Agreements in place.

5.7. The personal data of the Participants will be kept by Benamic as long as necessary in order to comply with legal requirements and for legal purposes and will be deleted at the latest after 12 months after the conclusion of the promotion.

5.8. The Participant can withdraw their consent to e-mail marketing and unsubscribe from the newsletter at any time. It can be withdrawn by clicking on the link to the "Newsletter Subscription Management Centre" provided in every

newsletter e-mail, via your My Panasonic Account or by contacting the Promoter under **data\_protection@eu.panasonic.com**.

5.9. The Participant has the right at any time to free information about the Participant's stored personal data, its origin and recipient and the purpose of the data processing and, if applicable, a right to correction, blocking or deletion of this data within the framework of the applicable legal provisions sending its request to **data\_protection@eu.panasonic.com**.

## **6. GENERAL CONDITIONS**

6.1. By claiming the Cash Back, Participants are deemed to have read and accepted these terms and conditions.

6.2. The Promoter reserves the right to verify the eligibility of all claims to protect itself against fraudulent, invalid or repetitive claims including, without limitation, to require the Participant to prove that it did not return the Qualifying Product within the period of 30 days from the date of delivery. Bad faith or fraudulent entries or claims that otherwise do not meet these terms and conditions will be invalidated.

6.3. The Promoter reserves the right to, and in its sole discretion, amend these terms and conditions at any time and to amend or withdraw this Promotion at any time.

6.4 To monitor fraudulent claims the Promoter reserves the right to cross check product returns with the relevant Participating Retailers against claims received. The Promoter reserves the right to withhold the issuance of a Cash Back where it is suspected that a false or fraudulent claim has been made.

6.5 This Promotion cannot be combined with other promotions other than the Lumix Extended Warranty Promotion.

6.6 These terms and conditions are governed by the laws of the Republic of Germany, to the exclusion of international conflict law, in particular the UN Convention on Contracts for the International Sale of Goods. However, mandatory local law provisions of the state of Participant's habitual residence remain unaffected and will prevail in case of a conflict with German law provisions. The courts of Wiesbaden, Germany shall have exclusive jurisdiction to settle any dispute or claims arising out of this Promotion or in connection to it.

6.7. Should any clause of these terms and conditions be invalid the validity of the remaining terms and conditions shall remain unaffected.

### **Annex 1 – Qualifying Products**

**DC-S5M2XWE**

**DC-S5M2XCE**

**DC-S5M2XKE**

**DC-S5M2XNE**

**DC-S5M2XE**

**DC-S5M2WE**

**DC-S5M2CE**

**DC-S5M2KE**

**DC-S5M2NE**

**DC-S5M2E**

DC-S5M2HE

DC-S5M2N-PACK

DC-GH7LE

DC-GH7ME

DC-GH7E

DC-G9M2LE

DC-G9M2ME

DC-G9M2E

DC-G97HE

DC-G97ME

DC-G97E

**Annex 2 – Participating Retailers**

<b>MODE</b>	<b>NAME</b>
in-store	Argos
in-store	Beverley Camera Centre
in-store	Broadcast Production Services (BPS)
in-store	Cambrian Photography
in-store	Camera Centre UK
in-store	CameraWorld
in-store	Carmarthen Cameras
in-store	Clifton Cameras
in-store	Creative Video Productions
in-store	Dixons/Currys/PCWorld
in-store	Jessops
in-store	John Lewis
in-store	London Camera Exchange
in-store	Panasonic Store
in-store	Park Cameras
in-store	ProActive UK
in-store	UK Camera Store
in-store	UK Digital
in-store	WEX
in-store	Wilkinson Cameras
in-store	York Camera Mart
online	Amazon
online	AO.com

online	Argos
online	Beverley Camera Centre
Online	Broadcast Production Services (BPS)
online	Cambrian Photography
online	Camera Centre UK
online	CameraWorld
Online	Carmarthen Cameras
Online	Clifton Cameras
online	Creative Video Productions
online	Dixons/Currys/PCWorld
online	Jessops
online	John Lewis
online	Littlewoods
in-store	Conns cameras
online	Conns cameras
in-store	Camera Centre Dublin
online	Camera Centre Dublin
in-store	Birmingham cameras
online	Birmingham cameras
online	London Camera Exchange
online	Panasonic Direct
online	Park Cameras
online	Photo Specialist
Online	ProActive UK
online	UK Camera Store
online	UK Digital
online	Very.co.uk
online	WEX
online	Wilkinson Cameras
Online	York Camera Mart