

## LUMIX Winter Cashback Promotion – Promotion Terms and Conditions

Register your LUMIX S5M2 or S5M2X Camera from a Participating Retailer and get up to £500/€550 Cash Back purchased in the period of 16<sup>th</sup> October 2023 - 8<sup>th</sup> January 2024.

Register your LUMIX Lens from a Participating Retailer and get up to £250/€280 Cash Back purchased in the period of 16<sup>th</sup> October 2023 - 8<sup>th</sup> January 2024.

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

Promotion Period (Purchase Period): 16<sup>th</sup> October 2023 - 8<sup>th</sup> January 2024

Claim	Period:	16 <sup>th</sup>	October	2023	–	8 <sup>th</sup>	February	2024
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Last supportive data date 22nd of February 2024

### 1. PROMOTER

**LUMIX Winter Cashback Promotion** (hereafter referred to as the “**Promotion**”) is promoted by Panasonic 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: United Kingdom, Republic of Ireland, Denmark, Finland, Sweden, Norway, Belgium, Luxembourg, France [including Corsica] and DROM-COM [Euro zone], Monaco, Germany, Austria, Switzerland, Netherlands, Portugal, Spain, Andorra, San Marino, Italy, Malta, Cyprus, Vatican City, Bulgaria, Czech Republic, North Macedonia, Montenegro, Albania, Bosnia and Herzegovina, Latvia, Serbia, Slovakia, Slovenia, Romania, Poland, Kosovo, Lithuania, Hungary, Estonia, Croatia.

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 are not permitted.

2.3. To participate in the Promotion, the Participant has to purchase LUMIX S5M2 or S5M2X camera body, kit (“**Qualifying Camera Product**”) or a Panasonic Lens (“**Qualifying Lens**”), (together “**Qualifying Product(s)**”), as described in Annex 1, from a Participating Retailer (“**Participating Retailer**”) in a Participating Country in the Promotion Period and register the Qualifying Camera Product or the Qualifying Lens 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 at <https://www.panasonic.com/uk/consumer/cameras-camcorders/lumix-s-mirrorless-full-frame-cameras-learn/article/lumix-s5iix-s5ii-and-s-lenses-cashback/participating-retailers.html> and 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. Product purchased from Amazon will not be valid. The Promoter will accept claims from Amazon Marketplace only if the reseller is listed as one of the Participating Retailers for this Promotion. The claim will be rejected for any other third-party reseller on the Amazon Marketplace platform. 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 up to £500/€550 for each Qualifying Camera Product and up to £250/€280 for any Qualifying Lens ("**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 28 days of validation of your claim.

### 4. CLAIM PROCESS

4.1. To claim the Cash Back, simply register any Qualifying Product online at the registration page hosted by Benamic at

**UK:** [https://panasonic-winter2023-cashback.benamic.com/en\\_gb/customer-apply-for-promotion/?country\\_promotion=2](https://panasonic-winter2023-cashback.benamic.com/en_gb/customer-apply-for-promotion/?country_promotion=2),

**REPUBLIC OF IRELAND:** [https://panasonic-winter2023-cashback.benamic.com/customer-apply-for-promotion/?country\\_promotion=1](https://panasonic-winter2023-cashback.benamic.com/customer-apply-for-promotion/?country_promotion=1)

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 must 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, uploaded invoice or an image of the serial number and the barcode). Please provide an invoice document that shows the name of Participating Retailer, date of purchase and product model number.**

**3) Bank Details**

4.4 Once you have registered, you 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 DC-S5M2XME, DC-S5M2XWE, DC-S5M2XKE, DC-S5M2XE, DC-S5M2ME, DC-S5M2WE, DC-S5M2KE or DC-S5M2E camera and Qualifying Lens of S-X50E, S-R70200E, S-R24105E, S-E2470E, S-E70200E, S-R1635E, S-S85E, S-R70300E, S-S50E, S-S24E, S-S35E, S-S18E, S-R1428E 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, will not be eligible for the Promotion. The Participant should 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

## 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**.

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 your personal data is based on Article 6 (1) (b) General Data Protection Regulation ("GDPR"). The processing of your 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](mailto:data_protection@eu.panasonic.com). The Participant has the right to lodge a complaint with a supervisory authority.

## 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 28 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 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 in which your habitual residence or registered office is situated 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.

6.6. 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

MODEL	CASHBACK	CASHBACK IRE €
DC-S5M2XME	£500	€ 550
DC-S5M2XWE	£300	€ 330
DC-S5M2XKE	£200	€ 220
DC-S5M2XR-KIT	£300	€ 330
DC-S5M2XE	£100	€ 110
DC-S5M2ME	£500	€ 550
DC-S5M2WE	£400	€ 440
DC-S5M2KE	£400	€ 440
DC-S5M2R-KIT	£400	€ 440
DC-S5M2E	£400	€ 440
S-X50E	£250	€ 280

S-R70200E	£200	€ 220
S-R24105E	£200	€ 220
S-E2470E	£200	€ 220
S-E70200E	£200	€ 220
S-R1635E	£200	€ 220
S-S85E	£50	€ 60
S-R70300E	£100	€ 110
S-S50E	£50	€ 60
S-S24E	£100	€ 110
S-S35E	£50	€ 60
S-S18E	£100	€ 110
S-R1428E	£100	€ 110

## Annex 2 – Participating Retailers

### UK:

Ace Cameras
Alan Chase Ltd T/as Sussex Camera C
Annings (Ilkley) Ltd
Argos Ltd (28109)
Avensys Ltd
Beverley Camera Centre Ltd
Bradford Camera Exchange Co. Ltd
Bristol Cameras Ltd
Broadcast & Production Svcs (UK) L (BPS)
Bryan Cowley
Cambrian Photography Ltd
Camera Box (Kettering) Ltd
Camera Centre Cardiff UK Ltd
Camera Solutions Ltd
Cameraworld Ltd
Carmarthen Camera Centre Ltd
Castle Cameras
Charles Eagles & Son
Chris Goodhead Photographic Ltd
Clemens Photography
Clifton Cameras Ltd
Comley Cameras Limited
Consumer Buyers Ltd
Creative Video Productions Ltd (CVP)
Direktek Distribution Ltd
DSG Retail Ltd (Currys)
E & H Services Ltd

Eric Wiley
Ffordes Photographic Ltd
Fotosense Ltd
Fotosound Jersey Ltd
Frank Wilkinson Cameras Ltd (Wilkinson Cameras)
Freemans Plc
Gondowd Ltd
Guernsey Photographic Ltd
Harpers Group (Woking) Ltd
Harry Garlick The TV Centre Ltd
Hatcher & Sons Ltd
HBH Woolacotts Ltd
Holdan Limited
Island Photo Solutions Ltd
J R S Photo Hardware Ltd
Jaguar Land Rover Limited
JD Williams & Co Ltd
Jessops Europe Ltd
John Lewis GFR - Partnership Servic
Leading Edge Concepts Ltd
London Camera Exchange Ltd
Mathers Photographic Ltd
Merchant City Cameras Ltd
Michael Freeman
Mifsud Photographic Ltd
MOORE ELECTRICS (BALLYMENA) LTD
Nuconnect Retail Ltd
Panasonic Direct Shop
Park Cameras Ltd
Peter Rogers (Photographic) Ltd
Photo Express (Lakeland) Ltd
Photosound Vantage Ltd
Priddy's Ltd
Proactive UK Limited (Pro AV)
R Barker (Tarring) Ltd
R K Holman Ltd
Raff (Radio) Electrical
Richards Wakefield Ltd
Robert Hardy
Skears Photographic
SRS Microsystems Ltd
Stanbrook Trading (Cardiff) Ltd
Swains International Limited

T & B Photographic Services Ltd
T4 Cameras Ltd
Teddington Photographic Ltd.
Tekzone Sound & Vision Ltd
Television House Ltd
Terryberry Ltd
Top-Teks Limited
Tuo by Two Ltd
UK Camerastore Ltd
UK Optics Ltd (UK Digital
Vaughans Radio Ltd (Haverfordwest)
Vennal Cameras Ltd
VIRGIN MANAGEMENT LIMITED
Warehouse Express Ltd (WEX Photo Video)
Wessex Photographic
Westcoast Ltd
York Camera Mart Ltd

**IRE:**

Camera Centre Dublin Ltd  
 Conns Cameras (Grafton Arcade) Ltd  
 Harvey Norman Trading (Ire) Ltd  
 Strazo Ltd