

Panasonic – Save 10% on selected LUMIX Cameras and Lenses

Promotion Terms and Conditions

1. Panasonic Promotion (hereafter referred to as “the Promotion”) is promoted by Panasonic UK, a branch of Panasonic Marketing Europe GmbH whose registered address is Maxis 2, Western Road, Bracknell, Berkshire RG12 1RT, UK (“the Promoter”).

Eligibility

2. The Promotion applies to residents of the UK and Ireland who are aged 18 years or over provided that they purchase a promotional Lumix Camera product from Panasonic Direct (<https://panasonicdirect.store.panasonic.co.uk>) (the “Panasonic Direct Website”).
3. The Promotion starts at 00:01 AM on 22nd August 2025 and ends at 11:59 PM on 1st September 2025, until the general release of the products, or while stock lasts, whichever is earlier (“the Promotion Period”).

Process

4. To qualify for the Promotion, Participants must purchase an applicable promotional product listed below from the Panasonic Direct Website.
5. Participants may access the Promotion by clicking on any media where the Promotion is advertised which will eventually direct them to either the individual product or to a listing page on Panasonic Direct.
6. It is a condition of entry that participants agree to abide strictly by the rules of the Promotion.
7. The Promoter reserves the right to exclude participants and withhold the offer for violation of any of these Terms and Conditions.
8. The decision of the Promoter is final, and no correspondence will be entered into.
9. No responsibility can be accepted for any purchases that are delayed, corrupted, damaged, incomplete or otherwise invalid or if entry was not possible due to technical difficulties.

10. The Promotion

Discount code **ABH10DI** – 10% off selected products

Material
DC-G9M2E
DC-G9M2ME
DC-GH5M2E
DC-GH5M2LE
DC-GH7E
DC-GH7ME
DC-S9KE-A
DC-S9KE-G
DC-S9KE-K
DC-S9KE-R
DC-S9KE-W
S-E100E
S-E2470E
S-E70200E
S-R1635E
S-R1840E
S-S85E
S-X50E

30. During the Promotional Period, participants will get the Promotional Products at a special price with the advertised discount code. The promotional code will be clearly stated on the advertisement for this Promotion. The reduction in price will be taken off the listed sale price on Panasonic Direct. Only one voucher code promotion is allowed per customer.
31. Customers may access the Promotion by clicking on any media where the Promotion is advertised. They will then be directed to Panasonic UK where they can purchase the relevant Qualifying Product.
32. The promotional code advertised must be entered by the participant at check out on Panasonic Direct for the participant to benefit from the promotion.
33. In the event of unforeseen circumstances, the Promoter reserves the right to offer an alternative to the same or greater value.
34. The promotional code will be valid for the duration of the Promotion Period and will cease to be active at the end of this period.
35. Panasonic reserve the right to cancel or amend this Promotion at any time and before the end of the Promotion Period.
36. Any amendment to the Terms and Conditions will be posted on this website.

Privacy and Data Protection

37. Any personal data relating to participants will be used in accordance with UK Data Protection legislation (including the EU General Data Protection Regulation and the UK Data Protection Regulation 2018) and will not be disclosed to any third party without the individual's prior consent unless to fulfil any requirements of the Giveaway or if required to do so by law. Please see privacy policy at <https://www.panasonic.com/uk/privacy-policy.html>.

General

38. There is no cash alternative to this Promotion and is non-transferable.
39. These Terms and Conditions are governed by the laws of England and Wales.