

# Panasonic Direct – Receive free S-S85E Lens with purchase of LUMIX S5M2 and S5M2X Cameras

1. 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 the product from Panasonic Direct (<https://panasonicdirect.store.panasonic.co.uk>) (the “Panasonic Direct Website”).

3. The Promotion starts at 00:01 on 1<sup>st</sup> August 2024 and ends at 23:59 on 8<sup>th</sup> October 2024 or while stock lasts, whichever is earlier (“the Promotion Period”).

## Process

4. To qualify to participate in the Promotion, Participants must purchase one of the products listed below (“Qualifying Product”) from the Panasonic Direct Website.

5. The Promotion shall apply to the below Qualifying Product:

Model Number	Description
DC-S5M2E	Panasonic LUMIX S5II Full-Frame Mirrorless Camera DC-S5M2K - Black
DC-S5M2KE	Panasonic LUMIX S5II Full-Frame Mirrorless Camera DC-S5M2K - Black
DC-S5M2XE	Panasonic LUMIX S5IIX Full-Frame Mirrorless Camera DC-S5M2X - Black
DC-S5M2XKE	Panasonic LUMIX S5IIX Full-Frame Mirrorless Camera DC-S5M2XK - Black
DC-S5M2ME	Panasonic Lumix S5II with 24-105 F4 Lens Kit
DC-S5M2WE	Panasonic S5II double lens kit
DC-S5M2XME	Panasonic Lumix S5IIX with 24-105 F4 Lens Kit
DC-S5M2XWE	Panasonic S5IIX double lens kit

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.

### **The Promotion**

10. The promotional product **S-S85E** – Free lens

11. During the Promotional Period, you will also receive free home delivery on order over £50

12. 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.

13. The promotional product advertised will be automatically added to the basket at check out on Panasonic Direct for the participant to benefit from the promotion.

14. In the event of unforeseen circumstances, the Promoter reserves the right to offer an alternative to the same or greater value.

15. The promotion will be valid for the duration of the Promotion Period and will cease to be active at the end of this period.

16. Panasonic reserves the right to cancel or amend this Promotion at any time and before the end of the Promotion Period.

17. Any amendment to the Terms and Conditions will be posted on [panasonicdirect.store.panasonic.co.uk](http://panasonicdirect.store.panasonic.co.uk).

### **Privacy and Data Protection**

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

### **General**

19. There is no cash alternative to this Promotion and is non-transferable.

20. These Terms and Conditions are governed by the laws of England and Wales.