

# MPB Promotion Code

Sell your used camera equipment with MPB and get a discount code to purchase new Lumix equipment at Panasonic Direct

Terms and Conditions effective from 12<sup>th</sup> February 2024

## PROMOTION TERMS AND CONDITIONS

1. The MPB Promotion Code (hereafter referred to as the “Promotion”) is promoted by Panasonic UK, a branch of Panasonic Marketing Europe GmbH, whose registered address is Panasonic, Maxis 2, Western Road, Bracknell, Berkshire RG12 1RT, UK (the “Promoter”).
2. This Promotion is run in collaboration with MPB Europe Ltd, a company registered in England and Wales with Company number 06510353 and registered address at 64 Ship Street, Brighton, East Sussex, BN1 1AE (“MPB”).
3. The Promotion starts on 00:01 AM on 12<sup>th</sup> February 2024 and ends at 23:59 PM on 31<sup>st</sup> May 2024, until general release of the products, or while stock lasts, whichever earlier (“the Promotion Period”).
- 4.

## ELIGIBILITY

5. The Promotion is applicable to residents of the UK (excluding Northern Ireland), aged 18 years or over, excluding employees and their immediate families (defined as parents, siblings, children & spouse regardless of where they live) of the Promoter or MPB, its affiliated companies, their agents or anyone professionally connected with the Promotion.
6. In order to qualify for the Promotion, participants must successfully sell used camera equipment with MPB quoting the code “LUMIX”.

## CLAIM PROCESS

7. Where participants are eligible, upon receipt and completed sale of the used camera equipment, with a minimum trade in value of £250, MPB will provide the participant with a Unique Discount Code.
8. Participants may then enter their Unique Discount Code at the checkout on the Panasonic Direct website, [Panasonic Direct](#), to receive a discount of £1000 on selected new Lumix equipment.
9. The discount will be automatically deducted at point of sale.
10. Each Unique Discount Code may only be used once.

11. All sale of used equipment must be genuine products. Products imported from outside the EEA or products which are counterfeit or infringe the intellectual property rights of the Panasonic group of Companies, or any other company or group of companies in any way will not qualify for this Promotion.
12. 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. Claims made by telephone or email will not be accepted.

#### **PRIVACY & DATA PROTECTION**

13. The Promoter has a legitimate interest in collecting personal data for the purposes of this Promotion. All personal data collected will be processed in accordance with relevant and applicable data protection legislation and regulations (including the European Data Protection Regulation). We also work with third parties such as MPB. We may be required to provide your personal data to them for administration and processing purposes. Your personal data will be handled in accordance with Panasonic's Privacy Policy <http://www.panasonic.com/uk/privacy-policy.html> and MPB's Privacy Policy [Privacy Policy | MPB](#).

#### **GENERAL CONDITIONS**

14. The Promoter reserves the right to verify the eligibility of all claims to protect itself against fraudulent, invalid or repetitive claims. Claims that do not meet these terms and conditions will be invalidated and the Promoter reserves the right to disqualify the participant making such a claim from this and other promotional activities.
15. The discount offered under this Promotion is non-exchangeable, non-transferable and there is no credit or product alternative available.
16. The Promoter reserves the right to amend these terms and conditions at any time and to amend or withdraw this promotion at any time.
17. Only discount code may be used per purchase and cannot be used in conjunction with any other discount offer.
18. This Promotion may be claimed alongside the LUMIX Extended Warranty Promotion.
19. By using the discount code, participants will be deemed to have read and accepted these terms and conditions.
20. These terms and conditions are governed by English law.