

Panasonic – Save 10% off the Direct Site

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 is applicable to residents of the UK and Ireland who are aged 18 years or over provided that they purchase **qualifying product** from Panasonic Direct (<https://panasonicdirect.store.panasonic.co.uk>) (the “Panasonic Direct Website”).
3. The Promotion starts on 00:01 AM on 27th March 2026 and ends at 23:59 PM on 29th March 2026, until general release of the products, or while stock lasts, whichever earlier (“the Promotion Period”).

Process

4. In order to qualify to participate in the Promotion, Participants must purchase **qualifying products** listed 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.

The Promotion

10. The promotional code:
SPRING10– 10% off the whole site (**Exclusions apply, see Clause 11**)
11. **Qualifying Products include all items listed on the Panasonic Direct Website with the exception of newly launched products, products already featuring a reduced price or**

price promotion, and some Digital Imaging products—including but not limited to Lumix cameras and lenses—that are already subject to existing offers or promotional pricing.

12. During the Promotional Period, participants will get the **Qualifying Products at a special price with the advertised code**. The promotional code will be clearly stated on advertisement stated to this Promotion. The reduction in price will be taken off the listed sale price on Panasonic Direct.
13. 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.
14. The promotional code advertised must be entered by the participant at check out on Panasonic Direct for the participant to benefit from the promotion.
15. In the event of unforeseen circumstances, the Promoter reserves the right to offer an alternative to the same or greater value.
16. 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.
17. Panasonic reserve the right to cancel or amend this Promotion at any time and before the end of the Promotion Period.
18. Any amendment to the Terms and Conditions will be posted on this website.

Privacy and Data Protection

19. 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

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