

Lumix S Series Camera Trade-In Promotion

Purchase an applicable Lumix S Series Camera from a participating retailer and qualify for a Trade-In Bonus “of up to £200/€220”

Promotion Period: midnight on 5th January 2021 to midnight on 31st January 2021

DEFINITIONS

Promotion Period	Period between midnight on 5th January 2021 to midnight on 31 st January 2021.
Qualifying product for purchase	Means the qualifying models of Lumix S Series cameras; listed in the table of qualifying products below in clause 6. This must be purchased new and not second hand from a participating retailer in the UK, Republic of Ireland, Channel Islands or Isle of Man during the Promotion Period.
Qualifying product for trade in	Means any working DSLR or mirrorless camera.

PROMOTION TERMS AND CONDITIONS FOR END CUSTOMERS

1. The **S Series trade-in Promotion** (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. The S Series trade-in is a Promotion which allows participants to trade in their old DSLR, DSLM or mirrorless digital camera and receive a rebate for a new Lumix S Series Camera provided it is a Qualifying Product as specified in the table in Clause 6.

ELIGIBILITY

3. The Promotion is applicable to residents of the UK, EEA, EU, Switzerland, Channel Islands and Isle of Man who are aged 18 years or over.
4. In order to qualify for the Promotion, participants must purchase a new (not second hand) Qualifying Product for purchase in the UK, Republic of Ireland, Channel Islands or Isle of Man during the Promotion Period. Claims relating to products purchased before or after this Promotion Period will be deemed invalid.
5. Participants may participate in this promotion only under the conditions as specified in these Terms and Conditions.
6. **The Promotion applies only to the Panasonic Lumix Products listed below and their respective values (“Table of Qualifying Products”).**

Qualifying Product	Trade In Value
DC-S5KE-K	£200 / €220
DC-S5E-K	£200 / €220

DC-S5KGRB-KIT	£200 / €220
DC-S5GRB-KIT	£200 / €220

7. This Promotion is open to participating retailers only in the UK, Republic of Ireland, Channel Islands or Isle of Man. Please check with your chosen retailer that they are participating in this Promotion prior to purchasing a Qualifying Product to avoid any disappointment.
8. All Qualifying Products must be new and genuine Panasonic products. Purchases of second hand, refurbished or reconditioned products, products imported from outside the EEA 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.

CLAIM PROCESS

9. The participant must purchase a camera from a participating retailer in the Promotion Period. For the avoidance of doubt, the whole transaction must be completed by midnight on the 31st January 2021
10. To make the claim, the participant must purchase a qualifying camera during the Promotion Period and trade in a DSLR/DSLM/Mirrorless camera.
11. The participant must only trade in one camera for each qualifying purchase they make.
12. A maximum of two Trade in Bonus claims can be made per person.

PRIVACY & DATA PROTECTION

13. Any personal information supplied by you will be used by Panasonic and their contractors solely for the purpose of this Promotion and in accordance with all relevant data protection legislation (including the UK and EU General Data Protection Regulations and the Data Protection Act 2018). Please see Panasonic's Privacy Policy for further information (<http://www.panasonic.com/uk/privacy-policy.html>).

GENERAL CONDITIONS

14. 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 product. Claims for returned products, bad faith or fraudulent entries or claims that otherwise 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. To monitor fraudulent claims the Promoter reserves the right to cross check product returns with the relevant retailers against claims received. Any potential fraudulent activity will be followed up by the Promoter.
16. The Promoter reserves the right to amend these terms and conditions and to amend or withdraw this promotion at any time.
17. Only one trade in per Qualifying Product purchased can be made.
18. This Promotion is not available in conjunction with any other offer or promotion.
19. By claiming this Promotion, applicants will be deemed to have read and accepted these terms and conditions.
20. These terms and conditions are governed by the laws of England and Wales.