

#### Terms and Conditions

1. Customers purchasing a selected Sony  $\alpha$  camera at participating stores between 1 November 2008 and 31 December 2008 inclusive may claim cashback (in the form of a cheque). All purchases and mailing addresses must be within the UK.
2. Products included in this promotion are: DSLRA200H.CEH, DSLRA200K.CEH, DSLRA200W.CEH, DSLRA350.CEH, DSLRA350H.CEH, DSLRA350K.CEH, DSLRA350X.CEH, HVLF36AM.CEA, HVLF42AM.CEA, HVLF56AM.CEA, VGB30AM.CE
3. To claim your cashback (in the form of a cheque) please send your completed claim form, clearly stating who the cheque should be made payable to, together with your original sales receipt and European Guarantee Information Document to:  
Sony  $\alpha$  camera promotion, PO Box 100, Diss, Norfolk IP98 1SY.
4. All claim forms should be received no later than 1st February 2009. No claim forms will be accepted after this date. (If the purchase was via a credit agreement, please supply a copy of the agreement as well as the sales receipt.)
5. The cashback is not available on product which has not been supplied and distributed by Sony United Kingdom Limited within the UK and Republic of Ireland. Please check with your dealer to ensure your HD Handycam is eligible before purchasing to avoid disappointment.
6. Your original sales receipt and European Guarantee Information Document will be returned to you with your cheque.
7. Should you have any queries on your application, please phone the Sony Hotline on: 01379 649499.
8. Only original claim forms will be accepted. We suggest you make copies of all documents before posting them and send claims via signed for post.
9. Proof of posting will not be accepted as proof of receipt. No responsibility can be accepted for claim forms lost, damaged or delayed in transit.
10. Illegible or altered claim forms will be deemed void, as will claim forms not completed in accordance with these Terms and Conditions.
11. Please allow 28 days for receipt of your cheque. Should your cheque not arrive, or should there be a problem with your cheque on receipt please call the hotline on: 01379 649499.
12. There is no credit alternative to this offer.
13. Employees of Sony United Kingdom Limited, their agents, their family and anyone connected are not eligible to participate in this promotion.
14. All instructions given within this leaflet and claim form are part of these Terms and Conditions.
15. By claiming cashback, applicants will be deemed to have read and accepted these terms and conditions.

Promoter: Sony United Kingdom Limited, The Heights, Brooklands, Weybridge, Surrey KT13 0XW.  
(Please do not send claim forms to this address)

\*Terms and conditions apply. Subject to availability on selected Sony  $\alpha$  product models, please check in store for details. Cashback paid by cheque via redemption.

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# Up to £50 cashback on the award-winning $\alpha$ series\*

## SONY



Cashback available on the  $\alpha$ 350,  
 $\alpha$ 200 and selected accessories.

Offer ends 31 December 2008.



images like.no.other™



## Claim form

To claim your cashback, simply fill in your details below then post it to the address below by 1st February 2009. You'll also need to include the name of who the cheque should be made payable to, your original sales receipt and the European Guarantee Information Document, which we'll return when we send your cheque.

Send to: Sony  $\alpha$  promotion, PO Box 100, Diss, Norfolk IP98 1SY.

For any questions please call our hotline: 01379 649 499

Name \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Phone/mobile number \_\_\_\_\_

Date of purchase (DD/MM/YY) \_\_\_\_\_

Store name and location \_\_\_\_\_

Please tick the model code for the Sony  $\alpha$  purchased:

- DSLRA200H.CEH - £30 cashback     DSLRA350H.CEH - £50 cashback     HVL42AM.CEA - £30 cashback
- DSLRA200K.CEH - £30 cashback     DSLRA350K.CEH - £50 cashback     HVL56AM.CEA - £30 cashback
- DSLRA200W.CEH - £30 cashback     DSLRA350X.CEH - £50 cashback     VGB30AM.CE - £30 cashback
- DSLRA350.CEH - £50 cashback     HVL36AM.CEA - £30 cashback

Tick to show you've remembered to include:

- Original sales receipt     European Guarantee Information Document
- Name of who the cheque should be made payable to

The rest of our questions are optional. Thank you in advance if you have time to answer.

What was the ONE main reason for choosing to buy a Sony  $\alpha$  product?

- Ease of use     Design     Sony brand     Cashback offer

Other

Which, if any, of the following sources did you use when deciding which  $\alpha$  product to buy?:

- Store staff     Product brochures     Looking around stores
- Family and friends     Magazines
- Manufacturer websites     Other websites

Which age group are you in?

- 16-24     25-34     35-44     45-54     55+

How many children are there in your household?

- 0     1     2     3+

Which of the following products do you intend to purchase in the future?

- BRAVIA TV:     6mths     12mths     18mths+     Never
- VAIO laptop:     6mths     12mths     18mths+     Never
- DVD recorder:     6mths     12mths     18mths+     Never
- Digital camera:     6mths     12mths     18mths+     Never
- Handycam camcorder:     6mths     12mths     18mths+     Never

Register here for the My Sony newsletter and receive all the latest news and offers from the world of Sony Electronics. Please read the following information carefully and tick the box if you agree to the terms below\*

Signature \_\_\_\_\_

Email address \_\_\_\_\_

\*This Agreement to use personal data is between you and Sony e-Solutions Europe B.V. in The Netherlands, who administers personal data collected by Sony group companies in Europe. The personal data provided ("Personal Data") may be used by Sony e-Solutions Europe B.V. and other Sony group companies worldwide (together, "Sony") to advise of, offer and supply goods and services for other marketing purposes, and for additional purposes described in the terms of sale and/or use relating to your transaction (if any). This Personal Data will assist Sony in its efforts to further improve products and services. On your request to Sony e-Solutions Europe B.V. your Personal Data stored will be provided, corrected, amended or deleted (as required by law). For questions, email us at: [privacy@eu.sony.com](mailto:privacy@eu.sony.com) or call the Sony Customer Helpline on 08705 111 999. CHILDREN UNDER THE AGE OF 14 MUST OBTAIN PARENTAL OR GUARDIAN CONSENT BEFORE PROVIDING ANY PERSONAL DATA. For more information on the privacy statement, visit: [http://www.sony.co.uk/pages/privacy/Privacy\\_statement\\_en\\_GB](http://www.sony.co.uk/pages/privacy/Privacy_statement_en_GB)

# Experience $\alpha$ and get £50 cashback

Beautiful photography doesn't have to be complicated. And now, with cashback on the innovative  $\alpha$  range you can save money too. Taking you to the next level of photography and bringing you a unique and effortless way to capture your world.

## Claiming your cashback

Choose from this stunning range of  $\alpha$  products and see how much cashback you can claim. You can even combine products and enjoy up to £110 cashback when you buy the  $\alpha$ 350, a flash and a vertical grip. Simply fill in the form on the opposite page to claim.

	Product codes	Cashback
$\alpha$ 200	 DSLRA200H.CEH DSLRA200K.CEH DSLRA200W.CEH	£30
$\alpha$ 350	 DSLRA350.CEH DSLRA350H.CEH DSLRA350K.CEH DSLRA350X.CEH	£50
Flashes	 HVL36AM.CEA HVL42AM.CEA HVL56AM.CEA	£30
Vertical grip	 VGB30AM.CE	£30