

**SAMSUNG ELECTRONICS (UK) LIMITED**  
**A52S 5G PRE-ORDER AND LAUNCH PROMOTION**  
**TERMS AND CONDITIONS**

Participants agree to be bound by these terms and conditions (the “**Terms and Conditions**”). Any information or instructions published by the Promoter about the Promotion at <https://2021.samsungpromotions.claims/a52s5ggift> form part of the Terms and Conditions.

**The Promoter**

1. The Promoter is Samsung Electronics (UK) Limited, Samsung House, 2000 Hillwood Drive, Chertsey, Surrey, KT16 0PS (the “**Promoter**”).

**Promotion Period**

2. The Promotion will commence at 15:00 (BST) on 24<sup>th</sup> August 2021 and run until 23:59 (BST) on 5<sup>th</sup> October 2021 (the “**Promotion Period**”)

**Eligibility**

3. To be eligible to participate in the Promotion you must be a legal resident (aged 18+) of either the United Kingdom, Channel Islands, Isle of Man or Republic of Ireland (“**Individual Participant**”) or a company registered in one of the same (“**Company Participant**”). For the avoidance of doubt, within these Terms and Conditions the term “**Participant**” shall be taken to refer to both Individual Participants and Company Participants (and the applicable plural) unless stated otherwise.
4. Employees or agents of the Promoter that are involved in the operation of this Promotion or anyone professionally connected to this Promotion are not eligible to enter.
5. Network providers, retailers, distributors, resellers and any person who purchases a Promotion Product (defined below) for resale or otherwise not as the user of the Promotion Product, may not participate in this Promotion and is specifically excluded as a Participant.

**Offer**

6. Participants who purchase during the Promotion Period a selected new (i.e. not second hand, refurbished or ex-display) Samsung Galaxy A52s 5G phone in their choice of a range of colours as listed at Table 1 below (“**Promotion Product**”) from an eligible retailer (either in-store, by phone or online) as listed at Table 2 below (“**Participating Retailer**”) will be eligible to claim a free pair of Samsung Galaxy Buds Live as described in Table 1 below (“**Reward**”) via redemption subject to full compliance with these Promotion Terms and Conditions.

**Table 1 – Promotion Products and Corresponding Rewards**

<b>Promotion Product</b>	<b>SKU</b>	<b>Corresponding Reward and SKU</b>
Samsung Galaxy A52s 5G (Awesome Black)	SM-A528BLVDEUA SM-A528BZWDEUA	Galaxy Buds Live (black) (SM-R180NZKAEUA)
Samsung Galaxy A52s 5G (Awesome White)	SM-A528BLGDEUA	
Samsung Galaxy A52s 5G (Awesome Mint)	SM-A528BLVDEUA SM-A528BZKDEEA	
Samsung Galaxy A52s 5G (Awesome Violet)		

**Table 2 – Participating Retailers**

Territories	Participating Retailers
United Kingdom, Isle of Man and Channel Islands	Amazon.co.uk (sold & dispatched by Amazon only), AO Mobile, AO.com, Argos, BT, Carphone Warehouse, Carphone Warehouse Business, ID Mobile, Mobiles.co.uk, Currys PC World, EE, EE Business, Giff-Gaff, Harrods, , John Lewis, Littlewoods, Mobile Phones Direct, O2, O2 Business, Partner Retail Services (PRS), Samsung Experience Stores, Samsung Shop Online, Selfridges, Sky, Three, Very, Vodafone, VOXI, Virgin Mobile, Tesco Mobile, Selfridges, Samsung Kings Cross, N Brown, Insight Direct Ltd, Jersey Telecom, Sure Telecom, Tela, Pescado, Vivio, Tangible Benefits, BT Business Direct/BT Shop, Amazon Business, CCS Media, Onecom, Daisy Communications, Daisy Connect, 4G Upgrades, Voice Mobile, Rewards Mobile
Republic of Ireland	Alpha Communications, An Post Mobile, Arkphire, Argos, Arnott’s (Expert), B4B telecoms, Bechtle Direct LTD, Brown Thomas (Expert), C&C Cellular, CarCom, Connections Limited, Currys PC World, DCB Group, DID Electrical, Dixons Travel, Egans Mobile Phone Store LTD, Eir, Eolas Technologie, Electro City, Euronics, Exertis Ireland, Expert, Future Business Intercommunications, Harvey Norman, Irish Mobile, Irwins Ltd, IT Quotes, JV Facility, Kelco Communications, Kerry Phone Group, King Communications, Littlewoods, Meteor, PG Communications, Phones Made Easy, Power City, Electro City, Samsung Shop Online (fulfilled by Exertis), Shaw & Sons Dungarvin, Sky, Soundstore Ireland, South West Communications, Synchro, Talk to Me, Telfords Portlaoise, Tesco Mobile Ireland, The Mobile Phone Shop, The Smartphone Company, ThePhoneStores.ie, Three, Uparty, Very, Virgin Mobile, Vision iD, Vodafone Ireland

7. To qualify for this Promotion, the Promotion Product must be purchased from a Participating Retailer located within the United Kingdom, Channel Islands, Isle of Man or Republic of Ireland.
8. Purchases from auction websites (e.g. eBay) or from third party sellers (e.g. Amazon Marketplace) are specifically excluded from this Promotion.
9. Rewards are non-transferable and there is no cash alternative. In the event of unforeseen circumstances, the Promoter may substitute a Reward of equal or greater value for the Reward or may offer a substitute colour .
10. Participants may submit a maximum of one (1) Claim per Promotion Product purchased up to a maximum of one (1) Claim per Individual Participant and four (4) Claims per household. Company Participants may submit a maximum of one (1) Claim per Promotion Product purchased and receive up to two hundred and fifty (250) Rewards in total.

## Claims

11. To claim, Individual Participants must register for the Samsung Members App using either an existing or newly created Samsung account. Such Individual Participant should then visit the Benefits section of the Samsung Members App and click on the Claim Banner to be directed to the Website (set forth below) in order to register their details and upload the required information to make an application for their Reward under this Promotion. Company Participants must visit <https://2021.samsungpromotions.claims/a52s5ggift> (the “Website”) complete the online claim form and upload the required information to make an application for their Reward under this Promotion (a “Claim”). This required information includes the proof of purchase and IMEI number of the Promotion Product(s) purchased.
12. Claims must be submitted between 0:01 (BST) on 3rd September 2021 (the Promotion Product delivery date) and 23:59 (GMT) on 5<sup>th</sup> November 2021 (the “Claim Period”). Claims received outside the Claim Period will be marked as invalid and will not be accepted.
13. Participants will be sent an email to confirm their Claim has been received by the Promoter instantly upon completed entry of a Claim. Please note that processing of Claims received may take up to seven (7) days from the date of receipt of the Claim and Participants will be sent an email to confirm whether their Claim has been successful and validated (“Claim Validation”).
14. If an email acknowledgement has not been received, it is the Participant’s responsibility to contact the Promoter’s customer service team by email at [a52s5ggift@samsungpromotions.claims](mailto:a52s5ggift@samsungpromotions.claims) or by phone at +443300544977 in the United Kingdom and +3531800851790 in the Republic of Ireland within seven (7) days of a Claim being submitted.
15. If a Claim is deemed to have been submitted incorrectly, the Participant will be notified via email and SMS and offered the opportunity to provide the required information within seven (7) days. If no response is received within seven (7) days of the email and SMS, then the Claim shall be marked as invalid and the Participant will no longer be eligible to receive the Reward.
16. Subject to making a valid Claim in accordance with the Terms and Conditions, the Reward will be delivered via recorded delivery within forty-five (45) days of the Claim being validated to the United Kingdom, Channel Island, Isle of Man Republic of Ireland postal address provided in the Claim.
17. Claims that are incomplete or damaged will be deemed invalid. No responsibility is accepted by the Promoter for lost, delayed or damaged data which occurs during any communication or transmission of Claims.
18. The Promoter reserves the right in its absolute discretion to disqualify Claims which it considers do not comply with these Terms and Conditions.
19. The Promoter shall have the right, where necessary, to undertake all such action as is reasonable to protect itself against fraudulent or invalid Claims including, without limitation, to require further verification as to proof of purchase, as well as the identity, age and other relevant details of a Participant. This process may involve the Promoter sharing information with third parties.
20. If a Participant cancels the pre-order or returns the Promotion Product, the Participant must not make a Claim. If a Participant returns or cancels the delivery of a Promotion Product after submitting a Claim, the Claim will be invalidated, and the Participant must cancel the Claim immediately by calling the relevant contact number in Condition 14. The Promoter reserves the right to check with the Participating Retailer whether a Promotion Product has been returned or delivery cancelled and by submitting a Claim the Participant provides consent to the Promoter to do so. Where the Reward has already been sent then the Promoter shall seek to recover the Reward from the Participant which where necessary may involve legal action being carried out against the Participant.

## Privacy and Data Protection

21. The Promoter’s use of any personal information submitted by the Participant shall be limited to communications about the Promotion and for managing Claims and Reward redemption processes. The Participant hereby consents to its personal information being used for this purpose and confirms that it agrees with the Promoter’s privacy policy available at: [www.samsung.com/uk/info/privacy.html](http://www.samsung.com/uk/info/privacy.html). The Participant may withdraw consent to such use of personal information by writing to the Promoter or by using the opt-out process outlined in the Promoter’s privacy policy.
22. The details and information provided by the Participant when entering the Promotion or claiming the Reward may be passed to third parties in connection with the processing of their Claim but will not be

used for any other purpose other than as set out in these Terms and Conditions, unless you specifically consent to share your data for additional purposes.

## **General**

23. The Promoter shall not be liable for any interruption to the Promotion whether due to force majeure or other factors beyond the Promoter's control.
24. The Promoter reserves the right, acting reasonably and in accordance with all relevant legislation and codes of practice, to vary the Terms and Conditions of the Promotion.
25. The Promoter will not be responsible or liable for: (a) any failure to receive submissions due to transmission failures and other conditions beyond its reasonable control; (b) any late, lost, misrouted, or damaged transmissions or Claims; (c) any computer or communications related malfunctions or failures; (d) any disruptions, losses or damages caused by events beyond the control of the Promoter; or (e) any printing or typographical errors in any materials associated with the Promotion.
26. Participants will be solely responsible for any and all applicable taxes and any other relevant costs or expenses which are not stated in the Terms and Conditions as being included.
27. By participating in this Promotion, you agree, to the maximum extent permitted by applicable laws, to release and hold the Promoter harmless from any and all liability whatsoever for any injuries, losses or damages of any kind arising from participation in or in connection with the Promotion, including without limitation, awarding, acceptance, receipt, possession, use and/or misuse of the Reward. The above limitation of liability shall not apply to liability arising from fraud (including fraudulent misrepresentation), death or personal injury caused as a result of Promoter's negligence.
28. The Promotion is governed by the laws of England and Wales.