

SAMSUNG ELECTRONICS (UK) LIMITED
SAMSUNG DA REWARD CHOICE GWP 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://samsungoffers.claims/kitchengift> form part of the Terms and Conditions.

The Promoter

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

Promotion Period

2. The Promotion will commence at 00:01 (BST) on 11th May 2026 and run until 23:59 (BST) on 9th August 2026 (the “**Promotion Period**”).

Eligibility

3. To be eligible to participate in the Promotion you must be an individual and legal resident (aged 18+) (“**Participant**”) of the United Kingdom (including Channel Islands and Isle of Man) (“**Territory**”).
4. Participants will not be eligible to claim the Reward if the Promotion Product has been used to claim cashback or a physical gift reward under any other promotion run by the Promoter.
5. 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.
6. Network providers, retailers, distributors, resellers and any person who purchases a Promotion Product (defined below) for resale or otherwise not as the end user of the Promotion Product, may not participate in this Promotion and are specifically excluded as ineligible. Any use of a staff discount on the purchase of a Promotion Product will render the purchase ineligible for the Promotion.

Offer

7. Participants who purchase (during the Promotion Period) two (2) or more selected new (i.e. not second hand, refurbished or ex-display) Samsung Products listed [HERE] (collectively, the “**Promotion Product**”) from a retailer listed [HERE] (the “**Participating Retailer**”) and in the same transaction by phone, in-store or online, in the Territory will be eligible to claim their choice of one (1) free Samsung Reward as shown in Table 1 below (each, a “**Reward**”) via redemption subject to full compliance with these Promotion Terms and Conditions. For the avoidance of doubt, the total price paid as shown on the proof of purchase must be equivalent or greater than £2,000.00, consisting of two (2) or more Promotion Products, to be eligible to participate in the Promotion.

Table 1 – Key Facts: Corresponding Reward

Model	SKU	Value (RRP)
Freestyle 2nd Gen	SP-LFF3CLAXXU	£429
32” Frame TV	QE32LS03CBUXU	£399
Music Studio 5	HW/LS5IH/XXU	£299

8. To qualify for this Promotion, the Promotion Product must be purchased from a Participating Retailer located within the Territory. For the avoidance of doubt the Promotion Product must be purchased, not received as a gift which will not qualify for the Promotion.
9. Purchases from any other channel outside of a Participating Retailer auction websites (e.g. eBay) or from third party sellers (e.g. Amazon Marketplace) are specifically excluded from this Promotion.
10. Rewards are non-transferable and there is no cash alternative. In the event of unforeseen circumstances, the Promoter may offer a substitute Reward of equal or greater value for the Reward listed in these Promotion Terms.
11. Participants may submit a maximum of one (1) Claim per Promotion Product purchased up to a maximum of one (1) Claim per Participant and one (1) Claim per household at the same residential address.

Claims

12. After purchasing a Promotion Product, Participants must visit <http://samsungoffers.claims/kitchengift> (the "Website"), and complete the presented claim form by providing their contact details and requested information (including (but not limited to) the serial number of the purchased Promotion Product and if requested the proof of purchase in order to make an application for their Reward under the Promotion (a "Claim"). The required additional information for a completed Claim will include the proof of purchase and serial number of the Promotion Product purchased.
13. Claims may only be submitted within thirty (30) to one-hundred and eighty (180) days of the Participant purchase of the Promotion Product (the "Claim Period"). For the avoidance of doubt, the date of purchase as shown on the relevant proof of purchase shall be considered day one (1). Claims received outside the Claim Period will be marked as invalid and will not be accepted. The Claim Period ends on the 4th February, 2027 (23:59 GMT).
14. In the event of late delivery of the Participant's Promotion Product, Participants will be able to register and save their information in the Claim form during the Claim Period, tick a box stating that they have not yet received their Promotion Product and return to complete and submit their Claim within X (X) to X (X) days of commencing their Claim.
15. 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").
16. If an email acknowledgement of the Claim has not been received, it is the Participant's responsibility to contact the Promoter's customer service team by email at: kitchengift@samsungoffers.claims or by phone at 0330 551 3694.
17. If a Claim is deemed to have been submitted incorrectly, the Participant will be notified via email and/or 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/or SMS, then the Claim shall be marked as invalid and the Participant will no longer be eligible to receive the Reward.
18. Subject to making a valid Claim in accordance with the Terms and Conditions, the Reward selected will be delivered via recorded delivery and accompanied by a despatch notification email within forty-five (45) days of the Claim being finalised to the postal address provided in the Claim form.
19. 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.
20. A Claim must be made by the Participant, and must not be made through agents, third parties or in bulk.
21. The Promoter reserves the right in its absolute discretion to disqualify Claims which it considers do not comply with these Terms and Conditions.
22. 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 your information with third parties. In the event your information is linked to fraudulent claims or abuse of the terms and conditions of previous promotions offered by the Promoter, you will be unable to participate in this Promotion and your Claim will be rejected.
23. If a Participant 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 16. 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.

24. Should you wish to raise a dispute regarding a Reward delivery, you must do so no later than 30 days from the date the despatch notification email referred to in Condition 18 above has been sent to you.

Privacy and Data Protection

25. 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. 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.
26. 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

27. 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.
28. 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.
29. 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.
30. 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.
31. 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.
32. The Promotion is governed by the laws of England and Wales.