

FUJIFILM X SERIES PROMOTION NOVEMBER 2025 UNTIL JANUARY 2026

TERMS & CONDITIONS

Customers who purchase a NEW qualifying FUJIFILM X Series Body or X-Series Lens (“Qualifying Products”) between 13th November 2025 and 14th January 2026 (“Promotional Period”) will be eligible for the promotion. Second-hand or refurbished FUJIFILM products are excluded from this promotion.

The Qualifying Product, Cashback amounts, and Promotional Periods are detailed on the ‘More Info’ page.

1. Purchases must be made from a Qualifying Retailer as detailed on the ‘Qualifying Retailers’ page.
2. Only consumers who are at least 18 years of age, who live in the European Economic Area (or the UK), and have purchased a Qualifying Product online or in store from a Qualifying Retailer [in \[your country\]](#) are eligible to participate in this promotion and should make a claim [here](#).
Only genuine qualifying NEW FUJIFILM cameras and lenses detailed [on the ‘More Info’ page](#) are eligible for this promotion.
3. Claims for purchases made during the Promotional Period can be submitted 4 weeks after the Qualifying Products have been purchased. The first Cashback can be accepted 4 weeks after the start of the Promotion on 11th December 2025 and must be submitted no later than 14th March 2026. A valid purchase invoice or receipt is necessary to make a claim. An order confirmation is not a valid proof of purchase. Claims received outside of this period will be rejected.
4. Fake, altered or doctored invoices or receipts will be rejected and the related claims treated as Fraudulent Claims.
5. Each customer is only allowed to purchase one (1) of each of the Qualifying Products in the promotion. Multiple individual products per claim is allowed. The X-T50 and lens must be purchased in one transaction.

- i. Qualifying products for the promotion are as follows.

X-S20 Body	£100.00
X-S20 16-50mm Kit	£100.00
X-S20 15-45mm Kit	£100.00
X-S20 Vlogger Kit	£100.00
XF18mmF1.4 R LM WR	£85.00
XF23mmF1.4 R LM WR	£85.00
XF33mmF1.4 R LM WR	£85.00
XF56mmF1.2 R WR	£85.00
XF50-140mmF2.8 R LM OIS WR	£175.00
XF70-300mmF4-5.6 R LM OIS WR	£85.00
XF100-400mmF4.5-F5.6 R LM OIS WR	£350.00
XF150-600mmF5.6-8 R LM OIS WR	£350.00

6. Retailers must not submit claims on behalf of their customers. Any claims submitted by retailers will be rejected.
7. A claim cannot be made if the Qualifying Product is returned to the Qualifying Retailer for a refund or an exchange. If a claim is made for a Qualifying Product that is returned or exchanged, the claim will be rejected, and it will be regarded as a Fraudulent Claim.
8. Claimants must submit the serial number of the Qualifying Product on the Claim Form. The serial number can be found on the box or on the Qualifying Product. The claimant must type in the serial number in the relevant box and also upload a photograph of the same serial number. If a claim is made for a Qualifying Product using a serial number that has been used for a claim under a previous promotion or a previous claim under this promotion or that has been deliberately falsified, the claim will be rejected, and it will be regarded as a Fraudulent Claim.
9. The serial number will be validated against existing records. This will include checking:
 - i. shipment records to ensure that the Qualifying Product has been shipped to the relevant Qualifying Retailer;
 - ii. previous claims records to ensure that the serial number on the Claim Form has not been used before for a claim under a previous promotion or a previous claim under this promotion;
 - iii. the serial number with the Qualifying Retailers to ensure that the Qualifying Product has not been refunded or exchanged; and
 - iv. that the serial number follows a certain data logic in the data entry field.
10. FUJIFILM Electronic Imaging Europe GmbH ("FUJIFILM") reserves the right to take legal action against any claimant who deliberately makes a Fraudulent Claim. In all investigations, FUJIFILM will remain fully compliant with all relevant data protection laws including the General Data Protection Regulation (GDPR).
11. In order to submit a claim a claimant must submit their personal details, bank details and purchase information online. Proof of purchase must be in the form of an invoice or receipt clearly showing the purchase date, Qualifying Retailer and Qualifying Product(s) purchased. FUJIFILM reserves the right to request the original proof of purchase. If this is requested to be sent via post, it will be returned to the claimant.
12. A confirmation email will be sent to the claimant upon receipt of an online claim submission.
13. We aim to validate the claim within a maximum of 14 days and then make the payment within another 28 days (maximum 42 days). However, if there is any reason to check the claim (missing information, unreadable receipt, duplicated serial number etc.), then the validation window may need to be extended. Once these claims have been validated, we aim to make payment within 28 days.
14. A claimant will be notified when an incomplete claim is submitted or an illegible proof of purchase received. Notification of omissions will be sent via email. Claimants will be given the opportunity to supply further information to rectify any errors within 14 calendar days of receipt of the email. Failure to respond within 14 calendar days of receipt of the email will result in the claim being rejected.
15. FUJIFILM will not be held responsible if e-mails are blocked or sent to "junk" mail folders. Claimants must ensure that they check their "junk" mail folder regularly to ensure that they do not miss claim status update emails. If a claim is refused because the Terms and Conditions of the offer have not been met, FUJIFILM's decision is final. FUJIFILM reserves the right to withdraw, amend or terminate the promotion without notice.
16. Hardware, technical, software, server, website, loss or other failures outside our control that prevent the customer participating in the promotion are not the responsibility of FUJIFILM.
17. FUJIFILM reserves the right to void this promotion at any time and change the Terms and Conditions without incurring any liability.

18. Email address for correspondence is **fujifilm@promotion-support.com**; a claimant should provide their unique Claim ID supplied during the claim process with any correspondence. Further details can be found on the Support page.
19. By participating in the promotion, each claimant agrees that any personal data provided may be held by FUJIFILM or its agents for the purpose set out in the FUJIFILM Electronic Imaging Europe GmbH privacy policy available at <https://eshop.fujifilm-x.com/uk>.
20. The terms of the promotion shall be interpreted and applied on the basis of local laws.
21. The promoter in respect of this promotion and the data controller in respect of any personal data submitted by any customer in connection with this promotion is FUJIFILM Electronic Imaging Europe GmbH of Fujistrasse 1, 47533 Kleve, Germany. Please do not send any applications to this address.
22. The administration of the promotion (other than validation of the claim) is carried out on behalf of FUJIFILM by Benamic Unlimited Company of IDA Business & Technology Park, Ring Road, Kilkenny, Ireland ("Benamic") who act as FUJIFILM's data processor in respect of any personal data submitted by any customer in connection with this promotion.
23. FUJIFILM use the personal data to validate claims and Benamic use the personal data to otherwise administer the claim and arrange the cashback payment.