

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://www.samsung.com/uk/lifestyle-tvs/the-frame/art-store-offer>] 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**” or “**Samsung**”).

Promotion Period

2. The Promotion will commence at 00:01 GMT on 24 December 2025 and shall close at 23:59 GMT on 20 January 2026 (the “**Promotion Period**”).

Eligibility

3. To be eligible to participate in the Promotion you must be a UK, Channel Islands, or Isle of Man resident aged 18 or over (“**Participant**”).
4. Employees or agents of the Promoter or anyone professionally connected to this Promotion and any group company of the Promoter is not eligible to enter.
5. Only one claim per Promotion Product (as detailed below) is permitted during the Promotion Period.
6. Participants must have a Samsung account in order to Redeem the Voucher Code (as described in paragraph 15 below).
7. Participants must hold a valid debit or credit card in order to Redeem the Voucher Code (as described in paragraph 15 below).
8. Redemption of the Voucher Code and subscription to Art Store require a compatible internet device and internet connection.

Offer

9. Participants who purchase a new (i.e. not second hand) 2025 The Frame Pro Samsung TV (the “**Promotion Product**”) in-store or online within the Promotion Period will be entitled to a voucher code for a twelve (12) month Samsung Art Store subscription (the “**Voucher Code**”). The Promotion Product must be purchased during the Promotion Period.
10. Participants must sign-up for a 12-month Art Store subscription to Redeem the Voucher Code (as detailed in paragraph 15 below).
11. Where a participant has an existing Art Store subscription, the 12-month subscription period shall start on the final day of their existing Art Store subscription period.
12. **At the end of the 12-month subscription period, the subscription will auto-renew for an additional 12 months and the Participant will be required to pay for their subscription for the then current price (currently £39.99 per year) unless cancelled.** Participants can cancel their subscription at any time.
13. **The Voucher Code must be accessed before 23:59 BST on 19 February 2026 and redeemed by 23:59 GMT on 24 December 2026. Redemptions received after this will be invalid.**

Entry

14. To claim, Participants must purchase and activate (by turning on the Promotion Product) a Promotion Product during the Promotion Period.

15. **To Redeem the Voucher Code after purchase of the Promotion Product, the Participant must complete BOTH the following steps:**
- i. **The Participant must access the Voucher Code by 23:59 GMT on 19 February 2026** by visiting the “Promotion App” on the Promotion Product (The Frame Pro TV) through the “Apps” tile on the Smart Hub. If the Participant is not already signed into their Samsung account, they will be asked to sign in or create an account. The Participant must locate the “Samsung Art Store Voucher” promotion on the “Promotion App” and select “Get It Now”. The Promotion App will display the Participant’s unique Voucher Code and the Participant will need to note the details of the Voucher Code down. The Voucher Code will remain in the Promotion App to view at any time.
 - ii. **The Participant must redeem the Voucher Code by 23:59 GMT on 24 December 2026** by visiting the “Art Store Home” on their The Frame Pro TV and selecting an “Annual Plan”, then selecting “Payment Info”, then selecting “Promotional Codes”, entering the unique Voucher Code and selecting “Redeem” and then “Apply” and following instructions to complete the subscription process.
(a “Redemption”).
16. A valid debit or credit card is required to Redeem the Voucher Code, and by Redeeming the Voucher Code Participants will be entering into a 12-month Art Store subscription. Participants can cancel their subscription at any time before the end of the 12-month subscription and not be charged. **At the end of the 12-month subscription the credit/debit card provided when Redeeming the Voucher Code will automatically be charged at the then standard price (currently GBP 39.99 a year) unless cancelled.**
17. Redemptions 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 at 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.
20. A claim must be made by the Participant, and must not be made through agents or third parties.
21. The Promoter reserves the right, at any time, to verify the validity of claims and Participants (including a Participant’s identity, age and place of residence) and to disqualify any Participant who submits a claim that is not in accordance with these Terms and Conditions or who tampers with the entry process. Errors and omissions may be accepted at the Promoter’s discretion. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.
22. The Promoter’s decision is final and no correspondence will be entered into.
23. If the Voucher Code is unavailable, the Promoter, in its discretion, reserves the right to substitute the Voucher Code with an offer to the equal or greater value and/or specification at any time.
24. Subject to applicable law, there are no cash alternatives in whole or part.

25. The Promoter's use of any personal information submitted by the Participant shall be limited to communications about the Promotion and for managing the redemption process. 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. Other than as set out in these Terms and Conditions, the details and information provided by the Participant when entering the Promotion or claiming the Voucher Code will not be used for any other purpose, nor shall they be passed to any third party.

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 Claim or Voucher Code; (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, 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 Voucher Code. 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 English law.