

2026 Earth Day Promotion

Terms and Conditions

Customers who recycle an Eligible Device (as defined below) at a Qualifying Location will receive 10% off the retail price of a Promotion Product (as defined below), subject to the terms and conditions herein.

PROMOTION PERIOD

The promotion begins on 16 April 2026 and ends on 16 May 2026 (the “**Promotion Period**”) in the United Kingdom (“**Participating Country**”), and may be modified or terminated at any time and for any reason.

QUALIFYING LOCATIONS

This promotion is valid only at brick-and-mortar Apple Store locations (“**Qualifying Location**”) during the Promotion Period in the Participating Country.

THE OFFER

Customers who recycle an Eligible Device at a Qualifying Location will receive 10% off the retail price of a Promotion Product (the “**Promotion Discount**”) at the time of purchase. Promotion Products must be purchased at a Qualifying Location; orders placed via the Apple Store Online (including Apple Pick Up, Ship to Home, EasyPay Online Ordering), the Apple Store app or 0800 048 0408 are not eligible for this offer. The Eligible Device recycling and the Promotion Product purchase must be completed in the same transaction. The Promotion Discount cannot be applied towards a future purchase.

Eligible Devices

iPhone

iPad

Mac

Apple Watch

Promotion Product

Apple-branded adapter

AirPods 4

AirPods 4 with Active Noise Cancellation

AirPods Pro 3

AirTag (1-pack)

AirTag (4-pack)

Apple Pencil

Apple TV 4K

Apple-branded Apple Watch band

Apple-branded cable

Apple-branded charger

Apple-branded iPad case

Apple-branded iPhone case

Magic Keyboard (excluding Magic Keyboard for iPad)

Magic Mouse

Magic Trackpad

Select Beats Accessories

Beats-branded cables

Beats-branded cases

Beats Solo Buds

Beats Studio Buds

Beats Pill

Powerbeats Fit

Beats Solo 4

Powerbeats Pro 2

PROMOTION RESTRICTIONS

This offer is valid only during the Promotion Period, while supplies last. Promotion Products and accessory colours are subject to availability. Each customer may recycle up to five (5) Eligible Devices during the Promotion Period for a Promotion Discount. You must be at least the age of majority to recycle an Eligible Product for a Promotion Discount. VAT may be assessed on the full value of a Promotion Product purchase. In-store recycling requires presentation of a valid photo ID (local law may require saving this information). Offer may not be available in all Apple Store locations. Some Apple Store locations may have additional requirements. Resellers, public entities, government entities, nonprofit organisations, educational institutions, individuals purchasing for education, corporations and companies, purchases from the Corporate Employee Purchase Programme (CEPP) and Employee Purchase Programme (EPP) are not eligible for this promotion. Apple reserves the right to cancel purchases made by these buyers or charge the additional amount of the Promotion Discount. Promotion Products must be new; refurbished products and open-box returns sold “as is” do not qualify for this promotion. This offer may be combined with other Apple promotion(s) that are directed to individual end-user customers and offered during the same Promotion Period in the Qualifying Locations, subject to the terms, conditions and limitations applicable to this promotion and such other Apple promotion(s). The recycling of the Eligible Device is subject to the terms and conditions of the Apple Reuse & Recycling Programme located at www.apple.com/uk/legal/sales-support/recycle/reuse_uken.html.

PROCEDURES RELATED TO PRODUCT RETURNS AND EXCHANGES

Returns and exchanges are subject to the Apple Store Purchase Policies in the Qualifying Location where the purchase was made. Customers returning a Promotion Product will not receive their Eligible Device back and will only receive a refund or credit equal to the amount paid for the Promotion Product.

OTHER RESTRICTIONS

This offer is void where prohibited or restricted by law. Apple is not liable for the loss, destruction or theft of the Eligible Device or Promotion Product. Apple may use any information provided in accordance with its privacy policies posted online at www.apple.com/legal/privacy/en-ww/. Apple reserves the right to change, without notice, the Terms and Conditions of this promotion or modify or end this promotion at any time without notice.