

Consumer Online Information – Dell Technologies – United Kingdom (UK)

This document provides information for Consumer Customers to support their Online experience at www.dell.uk.

1. Are you a Consumer or a Business?

A Consumer is a natural person acting for purposes that are wholly or mainly outside that individual's trade, business, craft or profession.

Please indicate if you are a Consumer or a Business when prompted during the Basket check-out process. Please note, any price excluding VAT displayed is to help Business customers registered with the Revenue for VAT purposes.

2. Consumer Sales Information

Details of Products, Services, Support, Accessories and Deals are described Online at www.dell.uk.

Price including VAT will be detailed in the Basket before you move to Check Out and Continue to Payment.

Online Price reduction announcements advertised by Dell in the form of Savings are a price discount from a prior price, being the lowest price the item in question was sold by Dell over at least the previous 30 days.

Dell UK Consumer Terms and Conditions of Sale are available at [UK-consumer-terms-of-sale-en.pdf \(dell.com\)](http://UK-consumer-terms-of-sale-en.pdf (dell.com)).

Dell Data Act Schedule: data-act-schedule-en.pdf only if and when applicable

3. Dell Technologies Trader Information in UK

Registered Name: Dell Corporation Limited

Registered Number: 02081369

Registered Address: 1st & 2nd Floor, One Creechurch Place, London, England, EC3A 5AF

Sales Toll Free Number: 0800 0854878 (Mon – Sun from 9am to 6pm)

For more Contact details, see the Dell Technology Communications Channels for the UK below.

4. Dell Technology Communication Channels for UK

Dell has a range of communications channels open for a Consumer to use, depending on need.

You can seek Tech Support/IT Help, Chat with Sales, Check Your Order, Request a Call Back, or Get Help making a purchase @ Contact Us & Dell Chat | Dell UK

Find Dell Order Support information on topics such as Order Status, Shipping, Delivery, Cancelations and Returns @ Dell Order Support Frequently Asked Questions | FAQs | Dell UK

You can join the Dell Community, find answers to your questions and share your views @ Dell Community | DELL Technologies

5. Withdrawals, Returns and Cancellations

Your Consumer Right to Withdraw from purchase within 14 days of you taking possession of the Product (Cooling Off Period)

A Consumer has the right to cancel a purchase by informing Dell within 14 days of taking possession of the Product and must promptly return the Product within 14 days of such notification. A reasonable

charge will be payable to cover the costs of collection and this will be deducted from your refund. See [Returning or Changing Your Order FAQS | Dell UK](#).

[Your Short Term Right to Cancel](#)

You can cancel your purchase and receive a full refund if a genuine product defect occurs within 30 days of receiving the product. You must inform Dell in writing within 30 days of receiving the product and return the product to Dell without delay, and Dell will provide a refund for the product within 14 days of receiving the returned product using the same payment method you used to buy the product, unless you agree otherwise. You may also cancel any other service you ordered with the product. Please note that during the 30 days after you receive a product that is faulty, you also have the option to ask Dell to repair or replace the Product.

[Returns Related FAQs](#)

Answers to frequently asked questions on returns, refunds, cancellations, order change and order cancellation can be found @ [Returning or Changing Your Order FAQS | Dell UK](#).

6. Consumer Warranty and Dell Support Services

As a Consumer you are entitled to an implied statutory warranty of conformity free of charge under the Digital Markets, Competition and Consumers Act 2024. Dell's support level for this statutory warranty is offsite Return for Repair within 30 days.

Dell also provides Consumers with basic hardware support for one year free of charge. This warranty is usually for one year with an offsite Return for Repair service level. In some cases, the basic hardware warranty can be more than one year and/or have an onsite service level, depending on the product offering at the time of purchase.

You may also purchase higher levels of Dell Support services, such as Dell Care Premium, Dell Care Plus, Dell Premium Support, Dell Premium Support Plus, and Accidental Damage. See the explanatory table below:

See links to descriptions of Dell Basic Support and higher levels of Dell support: * [Featured Agreements | Dell UK](#)

Name Description	Consumer Statutory Warranty	Dell Basic Support	Dell Premium/Plus/Elite Support*	Accidental Damage Protection **
Charge / Additional Cost	No	No.	Yes. Price displayed Online and itemized in check out and invoice.	Yes. Accidental Damage Protection sold with a Dell Services Support Plan. Price displayed Online and itemized in check out and invoice.
Duration	At least one (1) year. Open to claim for up to 6 years. Onus of proof on customer after 6 months.	One (1) Year	Ranges from 1 – 5 years max. Varies according to Plan selected.	Ranges from 1 - 5 years max. Varies according to Plan selected.
Support Availability	Local Business Hours	Local Business Hours	24/7	24/7
Service Level	Offsite repair	Offsite Repair	As described in Dell Service Support Plan.	Cover described in policy.
Wear and Tear	No	No	No	No

Accidental Damage Cover	No	No	Sometimes included in Dell Services Support Plan depending on offer.	Yes according to policy.
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* [Featured Agreements | Dell UK](#)

** Accidental Damage Protection provided by third party insurer. Purchased with a Dell Services Support Plan.

7. Dell Commercial Statement for Consumers in the UK

A Consumer purchasing from Dell is entitled by law to certain remedies free of charge if the product purchased lacks conformity at the time of sale (Consumer Legal Warranty). Such implied remedies are not restricted or limited by the Dell Consumer Terms of Sale.

The Consumer Legal Warranty solution from Dell is a collect and return service within 30 days free of charge if the product lacks conformity at the time of sale.

A Consumer may purchase additional Dell Support Services at higher service levels, the descriptions of which are available online and governed by the Consumer terms of sale. The Dell Order Confirmation and invoice will state the name and address of the Dell selling entity, the products and services purchased, the total charge and date of invoice.

8. Accessing Dell Warranty and Support Services

You can seek Tech Support/IT Help @ [Contact Technical Support | Dell UK](#)

For UK Premium, Pro Support and Basic Support you can [call 44 \(0\)800-028-2660](#).

Please have your Service Tag/Product ID ready so Dell can identify your device.

9. Complaints and Dispute Resolution

If you have any concerns, or if you have a query with respect to your terms of sale, your order or wish to make a complaint, please contact us @ [Contact Us & Dell Chat | Dell UK](#)

10. Customer Ratings and Reviews

Information on obtaining, processing and displaying customer ratings and reviews online about Dell Products and Services is available @ [Rating and Reviews Information | Dell UK](#)

Join, Learn and Earn in the Dell Community @ [Dell Community | DELL Technologies](#)

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