

Free Whoop Band 5.0

Terms and conditions



Eligible policyholders can get a free Whoop Band 5.0 with a free pre-loaded 12-month membership (worth £169) when you buy a new Bupa By You health insurance policy directly from Bupa or through a registered intermediary (the “Promotion”).

These Terms and Conditions prevail in the event of any conflict or inconsistency with any other communications, including advertising or promotional materials for the Promotion. Participants of the Promotion will be deemed to have accepted and be bound by the Terms and Conditions. Please retain a copy for your information.

Promoter: Bupa Investments Ltd (“Bupa”), 1 Angel Court, London EC2R 7HJ

Offer Administrator: TLC Marketing Worldwide UK Ltd (“TLC”), 55 Baker Street, London, W1U 8EW

Eligibility

1. The Promotion is available if you:
 - a. take out a new Bupa By You health insurance policy, including switching from another provider, on either a full underwriting or moratorium basis, including direct from Bupa or through an intermediary;
 - b. get your quote between 19 January 2026 and 13 March 2026 (quotes are valid for 14 days) and start your policy on or before 13 March 2026. You must retain proof of the quote date and start date for your policy to claim the Offer;
 - c. are over 18 years old and a UK resident;
 - d. have a current valid email address and internet access.
2. The Promotion isn't available:
 - a. on any other Bupa products or services;
 - b. to professional or semi-professional sportspeople;
 - c. to customers who have left their Bupa company health scheme and transferred to a personal Bupa policy (XGS);
 - d. to customers who have bought their policy through an intermediary and chosen to add Guided Care as an option.

Promotion Period

3. Purchase Period: The period for purchase opens 00:01 19 January 2026 and ends at 23:59 13 March 2026. Any policies not started or purchased after this date will not be valid for entry to this Promotion.
4. Claim Period: Reward claims must be made after you have paid for and completed 3 months of your policy, after 00:01 19 April 2026 and before 23:59 Tuesday 30th July 2026. All reward claims received after the closing date of the Promotional Period will not be accepted.
5. Qualifying Bupa products: Bupa has estimated demand for qualifying products during this promotion. However, it is possible that demand is inconsistent, and stocks of certain products may be depleted prior to the end of the Purchase Period. All products are subject to availability and while stocks last. Only one claim per policy will be accepted.

The Reward

6. You will receive WHOOP Band 5.0 with a pre-loaded 12-month WHOOP membership, including the WHOOP 5.0 device, Jet Black CoreKnit band, and a wired charger (the “Reward”). Only one 5.0 CoreKnit band available; upgrades are not possible.
7. The pre-loaded 12-month membership begins once you receive your device, create your WHOOP account, and activate your membership. Memberships are non transferable; once an account is created and activated, it cannot be transferred, sold, or shared.
8. Maximum of one code redemption per policy for the main policyholder only. Offer is available only in the first policy year.
9. You will be contacted directly by WHOOP at the end of your 12-month membership to ask if you wish to continue. The membership cancels automatically at the end of 12 months if you do not make alternative arrangements.

How to Participate

10. Eligible policyholders who have taken out qualifying insurance will receive an email containing a unique code and promotional site URL.
11. Once you have paid for and completed the third month of cover, you can visit the TLC hosted promotional claim site, enter your email address and the unique code provided.
12. TLC will validate the claim, and the confirmation screen will be displayed.
13. You will be sent a confirmation email by TLC, including a unique promo code and link to WHOOP bespoke site.
14. You must click the link, select 'Redeem Offer' where a 12-month WHOOP Band 5.0 membership will be automatically added to your cart.
15. You must then click through to checkout where you enter your shipping details and unique promo code to receive your Reward.
16. You will receive your band within 4-5 business days.
17. Upon receipt of the device, you must create your account and link your device to activate your membership (step-by-step tutorial and set up guide included in WHOOP packaging).
18. It is the responsibility of the main policyholder to take the steps necessary to redeem the Reward, which must be completed by 30 July 2026. This Offer can only be used once and is only available for the first policy year.
19. This Promotion is administered by TLC. If for any reason you encounter a problem, please visit the [contact us](#) form.

Important Information and Limitations

20. In addition to these terms and conditions, the terms set out in Bupa's Bupa By You Policy guide and your membership certificate will apply to your policy.
21. Bupa reserves the right to decline to offer a health insurance policy in its absolute discretion.
22. No cash or other alternative reward will be provided in whole or in part, except that in the event of circumstances outside of its control, Bupa reserves the right to substitute similar rewards of equal or greater value. The Rewards have no monetary value, are non-transferable, cannot be resold, auctioned, or exchanged.
23. Unused Rewards cannot be refunded, exchanged or returned.
24. Any tax liability arising from receipt of a Reward will be your responsibility.
25. Any additional costs which may be incurred in this Promotion in the context of participation, such as internet costs and other additional services that go beyond those described services for the Reward fulfilment are not included in the Reward and must be paid by you separately.

26. Bupa or TLC's decision regarding any aspect of the Promotion is final and binding.

Verification and Fraud Prevention

27. Only complete registrations will be accepted. Neither Bupa nor TLC accept responsibility for any entries or claims that are lost, incomplete, illegible, invalid, misdirected or corrupted, or which fail to reach it in the timeframe provided in the email from TLC for any reason. Proof of sending will not be accepted as proof of delivery. Neither Bupa nor TLC take responsibility for entries or claims delayed, incomplete or lost due to technical reasons or otherwise.
28. You must provide correct, up-to-date details and complete all requested entry fields on the promotional website correctly. Neither Bupa nor TLC can be held responsible for you failing to supply accurate information which affects delivery of your Reward.
29. TLC may verify your eligibility by requesting ID (such as a passport or driving licence). Rewards can be withheld if there are reasonable grounds to suspect a breach of these Terms and Conditions or participation rules, until verification is complete.
30. Bulk/third party/automated entries (e.g., scripts, brute force, masked IPs, or identities other than your own) are disqualified; Rewards received through fraudulent or invalid means will be void. Bupa and TLC may investigate and take reasonable action to protect against fraudulent or invalid claims.

Data Protection

31. TLC handles Reward fulfilment, using data only for entry validation and delivery unless you consent otherwise. Personal details are kept confidential and stored for three months after the Promotion ends, then deleted, in line with Data Protection laws. See TLC's Privacy Policy [here](#). To access or correct your data, email lets.talk@tlcmarketing.com.
32. Bupa will use your personal information in accordance with its privacy notice which can be found at bupa.co.uk/privacy.
33. By participating in the Promotion, you agree to the use of your personal data as described [here](#).

Liability and Force Majeure

34. Subject to applicable law, Bupa, TLC, their agents, and distributors are not responsible for any loss, damage, or injury related to participation in the Promotion or use of any Reward, except where liability cannot be excluded for death or personal injury due to negligence or gross misconduct. Statutory rights remain unaffected.
35. Bupa reserves the right to suspend, cancel, amend or withdraw the Offer at any time.
36. Bupa and TLC are not liable for failures of internet/communication networks, Acts of God or events beyond their control.

Legal

37. If any of these clauses should be determined to be illegal, invalid or otherwise unenforceable, then it shall be severed and deleted from these Terms and Conditions, and the remaining clauses shall survive and remain in full force and effect.
38. The Terms and Conditions and any question concerning the legal interpretation of the Terms and Conditions will be governed by the laws of England. Any disputes must be referred to the English and Welsh courts.