

Asurion Trade-in Complaints Process

How to contact us

You can contact us by email to make a complaint, or follow up on an outstanding one:

Email: tradein@asurion.co.uk

Please include your name, address and trade-in ID whenever writing to us.

If you make a complaint on behalf of another customer, we'll have to make sure you have their explicit permission before your complaint can be recorded, investigated, and resolved.

How will my complaint be handled?

We'll always try to resolve your complaint right away.

If we can't, we'll write to acknowledge your complaint within 5 working days of receiving it and, if we haven't resolved it within 2 weeks, we'll send you a written update on our progress. It's unlikely that we won't have resolved your complaint within 6 weeks of receiving it, but if that's the case we'll write to let you know why and what we're doing about it.

We'll always confirm the results of our investigation to you in writing.

What if I'm still not happy?

If you're not happy with the outcome of your complaint and you wish to pursue the matter further, we may agree to (but are not obliged to) pass the dispute to the Centre for Effective Dispute Resolution (CEDR) to help resolve the matter. You can find out more about CEDR at www.cedr.com.

This won't affect your statutory rights or prejudice your right to take subsequent legal proceedings.