



Acceptable Use Policies, Underwriting and Best Practices

Prohibited businesses

Below is a list of prohibited business types and business models that won't be eligible for merchant services on Zift's platform.

Financial and professional services

Investment & credit services

Securities brokers; mortgage consulting or debt reduction services; credit counseling or repair; real estate opportunities; lending instruments.

Virtual currency or stored value

Virtual currency that can be monetized, resold, or converted to physical or digital products and services or otherwise exit the virtual world (e.g., Bitcoin); sale of stored value, quasi-cash or credits maintained, accepted and issued by anyone other than the seller.

IP Infringement, regulated or illegal products and services

Intellectual property or proprietary rights infringement

Sales, distribution, or access to counterfeit music, movies, software, or other licensed materials without the appropriate authorization from the rights holder; any product or service that infringes or facilitates infringement upon the trademark, patent, copyright, trade secrets, or proprietary or privacy rights of any third party.

Counterfeit or unauthorized goods

Unauthorized sale or resale of brand name or designer products or services; sale of goods or services that are illegally imported or exported.

Gambling

Lotteries; bidding fee auctions; sports forecasting or odds making; fantasy sports leagues with cash prizes; internet gaming; contests; sweepstakes; games of chance.



Adult content and services

Pornography and other obscene materials (including literature, imagery and other media). Sites offering any sexually-related products or services such as prostitution, massage parlours, dating-services, companion/escort services; international match-making and mail-order brides; pay-per view, adult live chat or call features; child pornography, fetish gear and services including S&M paraphernalia; hard-core sexually oriented products and services; sex shows, sex clubs, topless bars, strip shows, and other adult entertainment; widgets that allow you to access pornography or pornographic ads.

Unfair, predatory, or deceptive practices

Get rich quick schemes

Investment opportunities or other services that promise high rewards.

Mug shot publication or pay-to-remove sites

Platforms that facilitate the publication and removal of content (such as mug shots), where the primary purpose of posting such content is to cause or raise concerns of reputational harm.

No-value-added services

Sale or resale of a service without added benefit to the buyer; resale of government offerings without authorization or added value; sites that we determine in our sole discretion to be unfair, deceptive, or predatory towards consumers.

Products or services that are otherwise prohibited

Aggregation

Engaging in any form of licensed or unlicensed aggregation of funds owed to third parties, factoring, or other activities intended to obfuscate the origin of funds.

Drug paraphernalia

Any equipment designed for making or using drugs, such as bongs, vaporizers, and hookahs.

Event Tickets

Event or festival tickets, event ticket resellers, including theme park ticket reseller.



High risk businesses

Human hair, fake hair, or hair-extensions; age verification services; bankruptcy lawyers; computer technical support; psychic services; extended warranties; travel reservation services and clubs; airlines; cruises; timeshares; chain-letters; essay mills; flea markets; prepaid phone cards, phone services, and cell phones; telemarketing, telecommunications equipment and telephone sales; shipping or forwarding brokers; door-to-door sales; negative response marketing; credit card and identity theft protection; the use of credit to pay for lending services; any businesses that we believe poses elevated financial risk, legal liability, or violates card network or bank policies.

Multi-level marketing

Pyramid schemes, network marketing, and referral marketing programs

Pharmaceuticals or Pseudo pharmaceuticals

Pharmaceuticals and other pseudo-pharmaceutical products that make health claims (e.g. retinol creams, lash growth serums, products containing hyaluronic acid, etc.) and medical devices.

Social media activity

Sale of Twitter followers, Facebook likes, YouTube views, and other forms of social media activity.

Substances designed to mimic illegal drugs

Sale of a legal substance that provides the same effect as an illegal drug (e.g., salvia, kratom).

Video game or virtual world credits

Sale of in-game currency unless the merchant is the operator of the virtual world.

Underwriting and account creation

We are required to comply with federal anti money laundering laws and know your customer standards. To verify your identity as a merchant on our platform we utilize the information provided on the initial application, including your business EIN or Tax ID, social security number, and date of birth. By accepting the terms and conditions of the application, you authorize us to retrieve additional information about you from third parties and other identification services.

Depending on the processing volume requested and your business model we may ask for additional information to help verify your identity and assess your business risk including bank



statements, financial statements, copy of a voided check or bank letter, prior processing statements, a business license, a driver's license or other government issued identification. Your failure to comply with any of these requests may result in a decline, suspension, or termination of your Zift merchant account.

After we have collected and verified your personal and business information we will review your account and determine your eligibility for payment processing with us. We will notify you once your account has been either approved or deemed ineligible for use of our services.

Reserves and Risk Mitigation

We may apply a reserve to your account based on our underwriting results of your account. A reserve will withhold funds for a specified amount of time and a specified percentage or amount. Our reserve process is fully automated and transparent. All reserve funds can be accounted for on our merchant and deposit statements.

We review transactions and may ask for invoices or updates on your product offerings, especially if we see large transactions outside your typical transaction pattern or when products/sales vary in price from previous listings. When we receive updated information we will notate the account in order to improve our service to you the merchant.

Best practices

- When you register for an account with us make sure to tell us, as part of your business description, what your business model is. For example, do you have product launches where most of your processing volume comes from or do you have steady processing throughout the month from consistent traffic to your product pages?
- If you're providing a service, please specify the typical time frame for fulfillment to be completed following the credit card being billed.
- Let us know if you are expecting a big launch that will create a spike in your processing.
- Keep your chargebacks below 1%.
- Make sure you know who your affiliates are, who's driving traffic to your sales pages, and who you are partnering with on launches.
- Policies: Make sure your terms and conditions are clear and accessible, including your billing, returns/refunds, shipping, back orders, and privacy policies.
- Contact Information: Clearly display your contact information on your website, checkout pages, sales pages, shipping materials, and on all correspondence. Contact information should always include a toll-free phone number (digits, no letters) and an email address.
- Billing Descriptor: Use a company name or brand the customer will recognize and include a toll-free telephone number.
- Customer communication: Send an immediate email confirmation whenever a sale or refund is processed. Always indicate that the card issuer may require a full billing cycle to apply a refund and it may not immediately appear on an online statement.