[Acme Limited]

Company Information and Policies

**Document History**

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# Introduction

This document sets out information about the website [acme.com] and company [Acme Limited], and is intended to support an application for a Merchant Account and / or Payment Gateway.

# About the website

## What is [acme.com]?

Based in [country], [Acme Limited] operates the website [acme.com] (referred to as simply [Acme]). [Acme… insert a short description of the website].

The website was launched in [launch date], and is now in the top [?]% of websites worldwide. It is growing steadily, with a projected profit of [?] after tax in FY2016.

## What is the business model?

[Explain the business model. Who uses the website, and for what? How does your business make money from this?]

## What is the e-commerce component of the business model?

[Explain who will pay whom for what, how much they will pay, when they will pay, and how they will pay. Do you earn any type of commission for transactions between users? How long after receiving payment do you deliver your goods or services (the shorter the better)?]

[If you have a range of different user types, then it may be worth explaining which user types will not get involved in financial transactions, along the lines of…

For the avoidance of doubt, the website will not process any financial transactions between [?] and [?]. The only payments made will be those from [?] to [?]. Also, [?] will not pay anything to use the website.

All payments will be processed in [currency], although we are open to changing currency if required.]

## How is it going?

[Explain how your business is developing / growing. How many users do you have? How many visitors per day (possibly provide a link to your profile on alexa.com)? How many transactions are you expecting to process in a given period, and what will the value be of these?

We have had some good press, including:

* [list any positive media coverage that shows you are a serious business with strong intent]
* []
* []

Please see [url] for links to these articles.

## Who will your paying customers be?

[Provide demographics. What line of business are they in? What countries are they in? How many paying customers will there be? How will this grow? Possibly provide graphs to support this information, so the reader can quickly grasp the demographics.]

# About [Acme Limited]

## Is this a registered company?

[Explain if this is a registered company, or if you are a sole trader or similar. It may help to show that you are serious business if you are a registered company. If registered, provide company number and formation date, who the directors are and where they are from.]

## Do payments to go a business bank account?

[Explain if payments go to a business bank account or your personal account. It may demonstrate better credentials if payments go to a business bank account. Who do you bank with, in which country, when was the account set up, and whose name is it in?]

## Are you tax-registered?

[If yes, then provide relevant tax numbers. If not, then provide a good reason. Some payment providers will require a tax number.]

## Who works for the business?

[Say who works for the business, how they are paid and what role(s) they do. Say if they are part-time or full-time. If part-time, what else do they do for a living?]

# Financial position

## Investment

[Explain the investment position. Is there debt? What are the investment arrangements? Who are the investors? What are the running costs? Of these running costs, which specific items make up the bulk of these costs?]

## P&L

The following table shows P&L for the last few financial years, along with a projection for the current financial year and FY17. Further details can be provided on request.

[Provide a table showing P&L for the last few years along with a projection for the next few years. Include as a minimum for each year: revenue, costs, profit, profit after tax.]

## Processing history

[If you have been taking payments already, then provide a table of key processing metrics for the last financial year, including: number of transactions, revenue from transactions, number of refunds (broken down by reason), total value of refunds, number of chargebacks (broken down by reason), total value of chargebacks.

If the number of refunds and chargebacks are low, and will continue to be, then explain why this is the case – it will reassure the underwriter.]

# Website controls

## How do you prevent prohibited content services providers?

Our terms of use specifically state that prohibited content and services are not allowed on the website (see[url]). [Explain what is prohibited – this must align well with the payment provider’s acceptable use policy.]

[Explain all manual and automated processes in place to prevent and remove prohibited content and companies. How often are these processes run? Who runs the manual processes? How quickly is prohibited content found, and how quickly is it removed once it is found?]

[Has a prohibited person or company ever paid you before you could stop them? If so, what did you do to correct this?]

## How do you avoid transactions with people and companies from OFAC-sanctioned countries?

[Has this ever happened? Explain all the manual and automated processes you have in place to prevent this from happening.

Example…

To date, we have not had any activity on the website relating to OFAC-sanctioned countries, and we have not had any sellers signing up from such countries.

Every seller who signs up is checked using daily logs. If any are identified from OFAC-sanctioned countries, they will be removed immediately and any payments will be refunded. We would not expect any payments to be successfully made from these countries (so no refunds will need to be processed), as we would expect them to be prevented by our checkout software and / or our payment gateway and / or our merchant account provider.

## User privacy

We are committed to user privacy. Please see our privacy policy ([url]).

[Make sure your privacy policy demonstrates that you handle user’s information securely and responsibly.]

## Security

We are committed to high standards of security.

[Explain your password encryption technology. Do you have an SSL certificate? Do you handle customer card data? If not, why not? What is your PCI compliance level, and how did you determine the level you should be complying to? Offer to provide your PCI self-assessment document if it is required.

## Email communications

[Who do you send messages to, how often (how many per day), and what is the purpose of these messages?

Further example text…

All emails sent include instructions for opting out, and when a user chooses to opt out, they are automatically and immediately removed from our mailing list. In addition, if someone contacts us to request that we no longer email them, then we action this request quickly, usually within a few hours.

We monitor our email server for any bounced emails (for example, if we sent a message to an email address that no longer exists or has exceeded its mailbox quota). All bounced emails result in the relevant email addresses being automatically removed from our database.

We have registered the website with Microsoft and Yahoo to let them know that we send quite a lot of email to their users and to certify that it is not spam.

## [Other]

[What else can you talk about that demonstrates that you are a serious, responsible and ethical business which offers a low risk to payment providers?]