



Merchant Terms of Service Essentials

Customer interaction and loan application

- Do not pass MDR or Affirm transaction fees onto the customer in ANY circumstance.
 - Why? This is prohibited in your agreement with Affirm.
- Do not apply for a loan on the customer's behalf. They must fill out the application themselves, on their own device.
 - Why? Customers must receive required disclosures and provide consents; this must be completed on their device to comply with applicable laws.
- Do not pressure consumers to apply for credit or insist on pre-qualifying.
- Do not assist the customer with the Affirm application process. If the customer has questions, direct them to Affirm.
- Do not add additional criteria to access Affirm's application.
- Do not make Affirm a payment option for products under our Prohibited Business Policy.
- Do not share customer information gathered from Affirm with other merchants.

Marketing

- If you advertise an "as low as" monthly cost, you must also provide the associated APR and term length that is at most one click away.
 - See our marketing compliance guidance for more details.
- Know which phrases will require a disclosure.
 - See our marketing compliance guidance for more details.
- Submit any customized and/or targeted marketing, communications, or website materials that mention Affirm for compliance review. Allow 5-10 business days for the review to process.
- Be transparent and honest in how you present financing options.
- Don't imply the consumer is guaranteed approval. Use phrases like "Quick decision" instead of "Quick approval."