

amazon payment services

Welcome on board

Website/Mobile App requirements

www.paymentservices.amazon.com

Website/Mobile App Requirements

We know that starting an ecommerce business is hard work and demands many steps and decisions that need to come together at the right time and everyone learn in different ways.

Website content requirements are important to ensure a satisfactory shopping experience for consumers and to minimize cardholder disputes and chargebacks.

■ General website content requirements

✔ Website content reflects your licensed business activity, the website URL must be the one provided in the application, and no other website can be used.

✔ We will need to see and review the website/mobile app you intend to accept card payments, it doesn't have to be ready to go live but can be BETA or Demo site, for Mobile App we recommend to have a landing page and publish the required Terms & Condition section in the website footer or you may send us screenshot of the mobile app.

✔ Website must not contain nor did show prohibit products/services.

✔ Website must show the items/ Products/Services description and pricing and the transaction currency.

✔ Website must show the logo of the accepted cards on the Home page.

✔ Get a Secure Sockets Layer (SSL) certificate for your website. The SSL certificate is one of the most important components of online business is creating a trusted environment where potential customers feel confident in making purchases.

■ The importance of “About us” and “Contact us” Page for your website

In this day and age of immense internet proliferation and the ongoing social media boom, consumers are extremely wary when it comes to conducting business online or giving their personal credentials. They need reassurance before they even consider doing business with you. In such a scenario, the most important aspects of your website are probably the ‘About Us’ and ‘Contact Us’ pages.

Your ‘**About Us**’ page is that single and vital page which introduces you to your website visitors, informs them about what you do and hopefully builds a good rapport with them to turn them into future customers for you.

✔ The About us page must mention clearly the nature and description of your business.

✔ Should also add a statement that mentions that your website is owned and managed by your company.

Now that people know about you and your business, you need to provide them with an option of contacting you if they want to. This is where your ‘Contact Us’ page comes in.

There are some necessary components that you need to include in your Contact us page:

✔ Name of the company

✔ E-mail address

✔ Phone numbers

✔ Physical Office Address (: Ensure that the address mentioned in the commercial license is the same address published on the website.)

✔ P.O. Box

✔ Country as UAE

Terms and Conditions (T&C)

The **Terms and Conditions page** sets the rules for using your website and can limit your liability should a customer take you to court, as well as protect your rights to the content contained in your website.

Our team will review this page during your onboarding process and it must mention the following information:

✓ Any dispute or claim arising out of or in connection with this website shall be governed and construed in accordance with the laws of **(enter your legal setup country)**.

✓ Enter your legal setup country for example > **United Arab of Emirates** is our country of domicile” and stipulate that the* **governing law** is the local law.

✓ Customer using the website who are Minor /under the **age of 18** shall not register as a User of the website and shall not transact on or use the website.

✓ (Visa and Master Card) and which currencies will be accepted for payment: **for example** > We accept payments online using Visa and MasterCard credit/debit card in **enter the accepted currencies**.

✓ The cardholder must retain a copy of transaction records and Merchant policies and rules.

✓ User is responsible for maintaining the **confidentiality** of his account.

✓ The Website Policies and Terms & Conditions may be changed or updated occasionally to meet the requirements and standards. Therefore the Customers’ are encouraged to frequently visit these sections in order to be updated about the changes on the website. Modifications will be effective on the day they are posted.

■ Privacy Policy

If you are gathering user's personal data, you are required by law to have a formal "Privacy Policy Page" on your website and available with your mobile app (if applicable). A **Privacy Policy** is a legal agreement that explains what kinds of personal information you gather from website visitors, how you use this information, and how you keep it safe.

The following information must be mentioned under Privacy Policy Page:

- ✓ All credit/debit cards' details and personally identifiable information will NOT be stored, sold, shared, rented or leased to any third parties.
- ✓ If you make a payment for our products or services on our website, the details you are asked to submit will be provided directly to our payment provider via a secured connection.
- ✓ Merchant will not pass any debit/credit card details to third parties.
- ✓ Merchant takes appropriate steps to ensure data privacy and security including through various hardware and software methodologies. However, (COMPANYWEBSITE.COM) cannot guarantee the security of any information that is disclosed online.
- ✓ The merchant is not responsible for the privacy policies of websites to which it links. If you provide any information to such third parties different rules regarding the collection and use of your personal information may apply. You should contact these entities directly if you have any questions about their use of the information that they collect.
- ✓ Some of the advertisements you see on the Site are selected and delivered by third parties, such as ad networks, advertising agencies, advertisers, and audience segment providers. These third parties may collect information about you and your online activities, either on the Site or on other websites, through cookies, web beacons, and other technologies in an effort to understand your interests and deliver to you advertisements that are tailored to your interests. Please remember that we do not have access to, or control over, the information these third parties may collect. The information practices of these third parties are not covered by this privacy policy. Kindly remove any other statements that contradicts with the above statements.

Delivery and shipping policy

All ecommerce businesses one of the best way to increase order volume is increase trust with your customers as they navigate your online store.

✔ Please keep the proof of delivery receipt signed/confirmed by the registered customer.

✔ Process of shipping the items/goods conditions.

✔ Delivery fees or Free Delivery.

✔ Delivery time to local/ International.

Payment Confirmation – Services

✔ Must mention the process of how the customer will receive the payment confirmation (ex; by email or SMS or mail) and the time the payment confirmation will reach the customer

✔ The following text required to be added under Delivery / Shipping policy section:

Note: highlighted in yellow requires you to edit as per legal set up as per your legal set up country.

Blue is the website link to payment gateway

✔ (Enter the Website URL) will NOT deal or provide any services or products to any of OFAC (Office of Foreign Assets Control) sanctions countries in accordance with the law of (enter your legal set up country)

✔ Multiple transactions may result in multiple postings to the cardholder's monthly statement.

■ Refund Policy

In your Refund Policy page you need to state clearly the following:

✓ Refunds will be made onto the original mode of payment and will be processed within 10 to 45 days depends on the issuing bank of the credit card.

✓ Merchant must detail the return, refund, and cancellation policy clearly on the Website to inform Cardholders of their rights and responsibilities.

- ✓ The wrong product was sent by the merchant.
- ✓ The product is defective.
- ✓ The product was damaged in shipping.
- ✓ The product is tampered.

■ Cancellation & Replacement Policy

The expected time span for reporting an item, goods or services ordered to be cancelled/replaced and the related conditions.

The conditions under which cancellation & replacement will be allowed For eg:

✓ The wrong product was sent by the merchant.

✓ The product is defective.

✓ The product was damaged in shipping.

✓ The item was not delivered on the agreed time].

If No Cancellation policy or refund policy, this must be very clearly communicated to Cardholders before the purchase decision is made, to prevent misunderstanding and disputes.

A good website is one which transparently provides reliable information to its visitors. All the checklist that we discussed to be included in your website inform your users that you are a legitimate business with trusted and verifiable credentials. Therefore, all these pages are supremely important for the success of your website and business. Ensure that these pages have been optimized for your website, and you are sure to stand out!

Thank you!

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