

UNDERWRITING • WEBSITE REVIEW

Website Guidelines

Every merchant accepting payments online must meet these requirements before underwriting approval. Review your site against each item before you submit your application.

01 DBA on the website

The DBA listed on the application must be reflected on the website.

02 Customer service contact

Customer service contact information (email and/or phone number) must be listed.

03 Merchant address

A merchant address for customer correspondence must be listed.

04 Products and pricing

All products and services must be clearly described and priced, including any third-party or additional fees.

05 Privacy policy

A privacy policy must be listed, including how payment card details are transmitted and your security capabilities.

06 Delivery times

Delivery times must be clearly defined, if applicable.

07 Return, refund & cancellation policy

Must be listed on the checkout page separately, or within the Terms and Conditions.

08 Terms and Conditions at checkout

A link to the Terms and Conditions must be listed on the checkout page and agreed to by the customer.

09 Card brand logos

All accepted card brand logos must be visible in full color at checkout.

10 "USA" or American flag

Must be displayed on the checkout page — most commonly included with the address in the website footer.

11 Valid TLS certificate

The site must be served over HTTPS with a valid TLS certificate.

12 Domestic domain registration

The URL must be registered domestically to the company or the signer.

Subtotal (1 item)	\$16.99
Shipping	\$5.99
Sales tax	\$0.51
Order total	\$23.49

☒ By clicking Place Your Order, you agree to our [Terms & Conditions](#) and [Refund Policy](#).

Place Your Order

VISA Mastercard DISCOVER AMEX

 123 Main St, Anytown, UT 84000, USA

EXAMPLE CHECKOUT • ITEMS 07, 08, 09, 10

Illustration only. Use the official full-color logos supplied by each card brand you accept.

NUTRACEUTICALS / SUPPLEMENTS MERCHANTS

In addition to the general requirements, supplement merchants must meet the following on every product page.

01 Labels and ingredients

Must be clearly displayed on the product page for each product.

02 FDA disclaimer in the correct format

Displayed on any page where a product is shown: in a separate box with no additional content, 1/16" font, bold.

***These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.**

03 Realistic claims

Claims in marketing or testimonials cannot be unrealistic and must include words such as "may" or "possibly" to soften them.

04 Celebrity or media endorsements

Cannot be used unless proof of authorization and authenticity can be provided.

Supplement Facts

Serving size 1 tablet

Amount per serving	%DV
Vitamin C (as ascorbic acid)	90 mg 100%
Vitamin D3 (as cholecalciferol)	25 mcg 125%
Vitamin B12 (as cyanocobalamin)	10 mcg 417%
Zinc (as zinc oxide)	5.5 mg 50%
Magnesium (as bisglycinate chelate)	8.4 mg 2%
Proprietary blend	50 mg †

† Daily Value (DV) not established

EXAMPLE LABEL • REQUIREMENT 01