



Zip Partner Marketing Guidelines

November 2022





These guidelines are designed to help you keep your communications compliant with financial and credit services regulations when you're talking about Zip. It's a complex area, but we've tried to make it as simple as possible. That way we make it easier to keep adding value and delivering great customer experiences together.

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01.

Advertising Approval Process and Templates



Advertising Approval Process

Whenever you're creating an ad or a promo featuring or mentioning Zip, or any of our products, features or services, you'll need to get in touch with us for approval. Following the process could save you a lot of time and heartbreak later down the road.

STEP 1: Contact your Zip Success Manager or email advertisingcompliance@zip.co so we can discuss and agree on the retail promotional offer you want to advertise. This should be actioned as soon as possible in the concept phase. Provide details of the proposed promotional offer, including the following:

- Proposed term and offer e.g. 6 Months Interest Free
- Start date and end date of promotion
- Advertising mediums to be used (e.g. Print, Radio, TV, web)
- If a deposit is required from the customer or minimum spends
- Any exclusions to the offer
- Disclosures
- Any other information that may be relevant

STEP 2: Provide your Success Manager or email advertisingcompliance@zip.co with the copy and creative of the advertisement at least five (5) business days prior to the advertising deadline. More complex requests could take longer, you'll be advised accordingly.

STEP 3: Your Success Manager or our Advertising Compliance Team will manage the initial compliance review of your materials. They'll liaise with you regarding any feedback or changes where necessary.

STEP 4: When finalised, artwork is sent through to the Zip Marketing and Advertising Compliance teams for sign off.

STEP 5: Your Success Manager or our Advertising Compliance Team will let you know when your materials are approved and you're able to print or publish them. Zip will aim to provide sign off materials within 5 business days of receiving the final advertising creative artwork (including copy).

Website – Zip templates and widgets

For your website you can access approved templates and widgets via the links below. These templates and widgets are regularly updated by Zip to ensure optimal experience for customers and compliance with guidelines.

Landing Page

The landing page is a dedicated information page to educate customers about Zip products. Adding the page just takes a few moments and only involves a few simple steps listed [here](#).

Widgets and modals

Our easy-to-follow integration guides walk you through how to install Zip-hosted marketing assets strategically throughout your website to optimise customer conversion. You'll find them [here](#).

02

Zip Money Guidelines



A. Overview

I. Trigger Terms that require a disclosure

For Zip Money advertising, when you refer to any of the Trigger Terms below, you must disclose further information to the customer so that they have a realistic overall impression of the total cost that the customer is likely to pay.

This is largely because fees, interest, and charges associated with credit are key factors in a customer's decision to use credit to purchase goods or services.

Trigger Terms are:

- A. how much your products or services will cost using Zip Money (i.e. get this computer from \$300 per month) (**“component pricing”**);
- B. applicable interest free periods offered through Zip (i.e. up to 24 months interest free); or
- C. any other associated fees or costs related to using Zip Money,

A. Overview (continued)

II. What information is required in this disclosure?

When you use a Trigger Term for Zip Money advertising, you must include the following in a disclosure:

- the applicable annual interest rate that will apply once the interest free period finishes;
- reference any and all fees and charges (i.e. establishment and monthly account fees);
- who the credit provider is (including Zip's Australian Credit License number);
- if you are doing 'component pricing' advertising, the total price of the product or service being advertised (including fees and charges). This can be done in the advertisement itself or in the disclosure.
- if there is a minimum spend requirement, what this is (i.e. for a 24 month interest free offer, you must spend over \$5000). This should be included in the disclosure AND we recommend including it in the body copy of the marketing as well.
- whether there is an essential precondition to the offer (i.e. [insert preconditions if applicable]).

B. Disclosure – Component Pricing (calculation excluding fees)

I. Component Pricing (excluding monthly account fee and establishment fee in the pricing)

Example Headline:

*Get it from \$XXX per month, 24 months interest free. Other fees apply. Learn more**

Required Disclosure

**Available to approved applicants only. The repayment advertised is based on a \$XX purchase and will repay the transaction balance within the advertised interest free period. A monthly account fee of \$7.95 will also apply and a one-off establishment fee may apply for new customers. Additional charges may also apply, see T&Cs. Minimum monthly payments are required – paying only the minimum monthly repayment may not necessarily repay a purchase within the interest free period. Any balance outstanding at the expiry of the interest free period will be charged at the standard variable rate, 23.9% per annum as at 1 December 2022. Interest, fees and charges are subject to change. Terms & conditions apply and are available on application. See your contract for further details. Credit provided by ZipMoney Payments Pty Ltd (ABN 58 164 440 993), Australian Credit Licence Number 441878.*

NB: '*' can be used when the required disclosure is being hosted on the same page (so to link the Trigger Term to the required disclosure). Alternatively, if you are displaying the required disclosure through a pop up, insert 'Learn more' and make an active hyperlink to allow a pop up to appear where the disclaimer will be hosted.

B. Disclosure – Component Pricing (calculation including fees)

II. Component Pricing (including monthly account fee and establishment fee in the pricing)

Example headline:

Get it now from \$xx.xx per week, 24 months interest free. [Learn more.](#)

Required Disclosure

**Available to approved applicants only and subject to completion of a satisfactory credit limit. The repayment advertised will repay the transaction balance within the interest free period based on a \$xxxx purchase, inclusive of a monthly account fee of \$7.95 and an establishment fee of \$xx for new customers. Additional charges may also apply, see T&Cs. Minimum monthly payments are required – paying only the minimum monthly repayment may not necessarily repay a purchase within the interest free period. Any balance outstanding at the expiry of the interest free period will be charged at the standard variable rate, 23.9% per annum as at 1 December 2022 . Interest, fees and charges are subject to change. Terms & conditions apply and are available on application. See your contract for further details. Credit provided by ZipMoney Payments Pty Ltd (ABN 58 164 440 993), Australian Credit Licence Number 441878.*

NB: 'Learn more' is an active hyperlink to allow a pop up to appear where the disclosure is hosted. Alternatively, the disclosure can be hosted on the same page and an * can be used to link the Trigger Term to the required disclosure (see following example).

C. Disclosure – interest free period (specified)

Example headlines:

Example 1: For only 24 months interest free

*Get it now on 24 months Interest Free**

Example 2: For up to 24 months interest free (i.e. includes lower interest free periods, 6, 12, 24 months interest free)

*Get it now for up to 24 months interest free**

Required Disclosure

**Term only available for purchases of \$XXX or more. Available to approved applicants only and subject to completion of satisfactory credit check. Minimum monthly repayments are required. Paying only the minimum monthly repayment amount will generally not repay a purchase within the interest free period. A monthly account fee of \$7.95 will also apply and a one-off establishment fee may apply for new customers. Any balance outstanding at the expiry of the interest free period will be charged at the standard variable rate, 23.9% per annum as at 1 December 2022. Other charges may be payable, see T&Cs. Interest, fees and charges subject to change. Terms & Conditions apply and are available on application. See your contract for further details. Credit provided by ZipMoney Payments Pty Ltd (ABN 58 164 440 993), Australian Credit Licence Number 441878).*

1. ‘*’ can be used when the required disclosure is being hosted on the same page (so to link the Trigger Term to the required disclosure). Alternatively, if you are displaying the required disclosure through a pop up, insert ‘Learn more’ and make an active hyperlink to allow a pop up to appear (see previous example).
2. If a minimum spend applies for this offer (i.e. you need to spend \$3000 or more to be eligible for the interest free term offer), this needs to be stated in, at least, the disclosure. This should be stated at the beginning (i.e. *Term only available for purchases \$5000 or more....’) AND we recommend including it in the body of the marketing as well - as the credit will not be available to all customers.

C. Disclosure – interest free period (not specified)

Example headlines:

Example 1: Interest free terms available on every Zip Money transaction*

Example 2: Interest Free Terms Available*

Required Disclosure

**T&Cs, and credit approval apply. A monthly account fee of \$7.95 will apply. A one-off establishment fee may apply for new customers. Other charges may be payable, see T&Cs. Interest, fees and charges subject to change. Credit provided by ZipMoney Payments Pty Ltd (ABN 58 164 440 993), Australian Credit Licence Number 441878.*

NB:

‘*’ can be used when the required disclosure is being hosted on the same page (so to link the Trigger Term to the required disclosure). Alternatively, if you are displaying the required disclosure through a pop up, insert ‘Learn more’ and make an active hyperlink to allow a pop up to appear.

D. Required Disclosures in Print Media

Print media includes the following:

- Newspapers, magazines, catalogues
- Billboards, posters
- Letters, flyers, emails
- Counter displays

Print advertisements used to promote finance usually include:

- A headline which incorporates the finance offer
- A disclosure at the bottom of the advertisement

NOTE: All relevant disclosure text must be a minimum of 10 point font wherever possible and no smaller than 8 point font for an A4 size advertisement. The text may need to be larger, depending on the size and positioning of the layout. The size and type of font must render copy clearly legible by the average person.

Full disclosures are always required for print advertising. Example have been provided below.

Example

Promotion: Zip Money with a promotional term of 12 months interest free

Example headline:

Get it now on 12 months Interest Free*

Required Disclosure

**Term only available for purchases of \$XXX or more. Available to approved applicants only and subject to completion of satisfactory credit check. Minimum monthly repayments are required. Paying only the minimum monthly repayment amount will generally not repay out the purchase within the interest free period. A monthly account fee of \$7.95 will also apply and a one-off establishment fee may apply for new customers. Any balance outstanding at the expiry of the interest free period will be charged at the standard variable rate, 23.9% per annum as at 1 December 2022. A one-off establishment fee may apply for new customers. Other charges may be payable, see T&Cs. Interest, fees and charges subject to change. Terms & Conditions apply and are available on application. See your contract for further details. Credit provided by ZipMoney Payments Pty Ltd (ABN 58 164 440 993), Australian Credit Licence Number 441878).*

E. Required Disclosures in Website Advertising

We recommend that you use your website to advertise Interest Free Terms.

Place a banner on your home page, which redirects to a finance landing page, where customers can find out more.

If you are promoting a specific promotional offer i.e. 12 months interest free, you can use the exact same disclosures as those listed in the Print advertising section. However, if you offer a range of promotional terms, we recommend you keep the website advertising generic.

Example 1:

Promotional term: 3, 6, 9, 12, 24 and 36 months Interest Free available. No minimum spend required.

Example headline: Up to 36 months interest free*

Required Disclaimer

**Term only available for purchases of \$XXX or more. Available to approved applicants only and subject to completion of satisfactory credit check. Minimum monthly repayments are required. Paying only the minimum monthly repayment amount will generally not repay a purchase within the interest free period. A monthly account fee of \$7.95 will also apply and a one-off establishment fee may apply for new customers. Any balance outstanding at the expiry of the interest free period will be charged at the standard variable rate, 23.9% per annum as at 1 December 2022. Other charges may be payable, see T&Cs. Interest, fees and charges subject to change. Terms & Conditions apply and are available on application. See your contract for further details. Credit provided by ZipMoney Payments Pty Ltd (ABN 58 164 440 993), Australian Credit Licence Number 441878).*

‘*’ can be used when the required disclosure is being hosted on the same page (so to link the Trigger Term to the required disclosure). Alternatively, if you are displaying the required disclosure through a pop up, insert ‘Learn more’ and make an active hyperlink to allow a pop up to appear.

F. Required Disclosures in Radio Advertising

If you want to promote finance during a radio advertisement, you must send through a proposed radio advertisement script to your Account Manager for us to review prior to recording. This way, we can best recommend how to mention finance in your radio advertisement.

In the interest of saving time and money, we strongly recommend you DO NOT record any radio advertisement until the copy regarding finance has been approved by Zip. This will help minimise changes you might need to make to the recorded radio advertisement.

A copy of the actual radio advertisement must be sent through to Zip for sign off prior to running the radio commercial.

15 - second (or less) radio advertisement & 30 - second radio advertisement

Product: Interest free
Promotional term: 12 months interest free
Example headline: “...12 months interest free* this weekend only...”

Required disclosure:

**Minimum spend, T&Cs and lending criteria apply. A monthly account fee of \$7.95 will apply and is subject to change. A one-off establishment fee may apply for new customers. Other charges may also be payable, see T&Cs. See [\[insert landing page URL\]](#) to find out more.*

The Merchant must have at least a landing page and the advertisement must refer to merchant website for details (supported with full disclosure, refer to Print Media section).

G. Required Disclosures in TV Advertising

Like all other forms of advertising, disclosures are required in TV advertisements where finance is mentioned and should be thought about at the briefing stage of a TV advertisement.

For more information regarding CAD Guidelines visit www.freetv.com.au

Example 1

Product: Interest free
Promotional term: Not specified
Example headline: “own it now, pay later” or ““buy now, pay later”
Required disclaimer:

**T&Cs, and credit approval apply. Credit provided by Zip Money Payments Pty Ltd (ABN 58 164 440 993, Australian Credit Licence Number 441878).
[insert URL to landing page] to find out more.*

Example 2

Product: Interest free
Promotional term: 12 months interest free
Example headline: “..12 months interest free available now...”

Required disclaimer:

**Minimum spend, T&C's and lending criteria apply. A monthly account fee of \$7.95 will apply and a one-off establishment fee may apply for new customers. Other charges may also be payable, see T&Cs. Interest is payable on any balance outstanding at the expiry of the interest free period will be charged at the standard variable rate, 23.9% per annum as at 1 December 2022. Interest, fees and charges are subject to change. Ask in store for details. Credit provided by ZipMoney Payments Pty Ltd (ABN 58 164 440 993, Australian Credit Licence Number 441878). Visit [insert URL to landing page] to find out more.*

G. Required Disclosures in TV Advertising (continued)

Example 3

Product: Interest free
Promotional term: 24 months interest free promo with minimum spend
Example headline: "...24 months interest free* this weekend only..."

Required Disclaimer:

Minimum spend, T&C's and lending criteria apply. A monthly account fee of \$7.95 will apply and a one-off establishment fee may apply for new customers. Other charges may also be payable, see T&Cs. Interest is payable on any balance outstanding at the expiry of the interest free period will be charged at the standard variable rate, 23.9% per annum as at 1 December 2022. Interest, fees and charges are subject to change. Ask in store for details. Credit provided by ZipMoney Payments Pty Ltd (ABN 58 164 440 993, Australian Credit Licence Number 441878). Visit www.merchant.com.au to find out more. Offer ends XX.

NOTE: For other products and promotional terms, refer to the disclosures under the Print Advertising section.

In TV advertisements the disclosure can be incorporated as:

1. Supers at the base of each frame; or
2. A block super in the last frame.

You can only start referencing terms and conditions at the first mention of the finance facility, either by way of voice over or on screen. If finance is not mentioned until the middle or end of the advertisement, the legal disclosure should be broken into blocks of supers and superimposed on the bottom of each of the final screens. Alternatively, the full disclosure is to be shown at the bottom of the screen as soon as finance is mentioned and should remain for the duration that finance is mentioned or shown on the screen. Regardless of whether the disclosure is broken into blocks or supers or superimposed on the bottom of the final screen, you must ensure it is displayed for a period of time that would allow a reasonable person to read it. Font size for the disclosure must be legible.

03

Zip Pay Guidelines



A. Zip Pay – Disclosure

When advertising Zip Pay, you should be clear about how it works.

By using the this disclosure, a customer is clearly informed about:

- applicable fees (i.e. the monthly account fee, which is waived if there is no outstanding balance;
- minimum monthly repayments are required;
- they must be approved by Zip; and
- that T&Cs apply.

Refer to the Appendix for more information on the **Buy Now Pay Later Code of Practice** and your obligations!

Required Disclosure

**Minimum monthly repayments are required. A monthly account fee of \$7.95 applies and is subject to change. Pay your closing balance in full by the due date each month and we'll waive the fee. Available to approved applicants only and subject to completion of satisfactory credit check. Other charged may be payable. T&Cs apply.*

04

Regulatory Appendix



A. Why are guidelines required?

As a licensed and regulated credit provider, there are important compliance guidelines that Zip and our partners must stick to when we're talking about Zip on websites, instore, or in any form of marketing or advertising.

If an entity does not comply with a regulatory requirement, regulatory agencies have extensive enforcement powers including

- regulatory investigations
- injunctions
- adverse publicity orders
- compensation
- infringement notices (\$13,32)
- civil penalties (either \$11.1 million, 3 times the benefit gained or 10% annual turnover capped at \$555 million).

There are a variety of regulations that apply to our products, which we have summarised in the table on the following page.

B. What regulations apply to Zip products

Regulation	Zip Pay	Zip Money
Australian Securities and Investments Commission Act 2001	✓	✓
National Consumer Credit Protection Act 2009		✓
ASIC Regulatory Guide 234 – Advertising financial products and services (including credit)	✓	✓
Buy Now Pay Later Code of Practice	✓	
Design and Distribution Obligations regime in the Corporations Act	✓	✓

C. ASIC Act obligations



Don't mislead or deceive

- There does not need to be an intention to mislead
- Consider overall impression
- What information will a customer reasonably expect to be disclosed
- Surrounding circumstances are relevant



Don't make false or misleading representations

- This includes in relation to price, testimonials, quality, use or benefits
- Circumstances are relevant

D. National Consumer Credit Protection Act Obligations (Zip Money Obligations)

Zip has additional obligations when marketing or advertising **Zip Money** (as this is a credit regulated product and subject to the National Credit Code (part of the the NCCPA)).

There are specific advertising obligations where the advertisement states or implies that credit is available (basically, when **Trigger Terms** are used).

The **Zip Money** section of these guidelines sets out what disclosures are required when **Zip Money** is advertised (i.e. component pricing and interest free periods).

E. ASIC's Regulatory Guide 234

ASIC's Regulatory Guide 234 is a good practice guidance designed by ASIC to help regulated entities comply with their obligation to not make false or misleading statements or engage in misleading or deceptive conduct.

It outlines ASIC's expectations around clear and transparent marketing. ASIC expects that advertising is clear, accurate and balanced, especially in relation to:

- does the advertisement clearly and accurately describe the product?
- is it clear how the product works?
- are the risks and fees clearly described?

Want to know more?

Go to ASIC's website for more [information](#).

F. Design and Distribution Obligations

The Design and Distribution Obligations (**DDO**) regime commenced in October 2021 under the supervision of ASIC. The DDO regime has introduced a customer-centric approach to how issuers and distributors of credit and BNPL products should design and distribute their products, with a focus on ensuring products are distributed (including advertised) in a way that helps customers obtain appropriate products.

ASIC has emphasised that the DDO regime is targeted at reducing the risk of harm caused by poor design, distribution and marketing of products. It is therefore important to consider the Target Market Determination (**TMD**) when marketing Zip's products. In particular:

- Are reasonable steps being taken to ensure the product will reach its target market, as defined in the TMD?
- Is the marketing material consistent with how the product is described in the TMD?
- Is the marketing strategy consistent with the distribution conditions set out in the TMD?

Want to know more?

Go to [ASIC's Regulatory Guide 274](#).

[insert link to Zip's reference material, if any]

G. Buy Now Pay Later Code of Practice

As part of our commitment to increasing consumer protection, Zip is an inaugural signatory of the Buy Now Pay Later Code of Practice (“**BNPL Code**”) . This Code relates to **Zip Pay only**. Under the BNPL Code, Zip has committed to meet certain minimum standards regarding our advertising and promotional material, as well as our merchants' partners' marketing and advertising material, where it relates to Zip Pay.

We are required to ensure our merchant and retailer partners comply with the following minimum standards:

- (a) Act lawfully, fairly and ethically in their dealings with consumers;*
- (b) Communicate clearly when dealing with consumers and in marketing and advertising material that relates to Zip Pay;*
- (c) Safeguard customer confidentiality;*
- (d) Respond to customer complaints on a timely basis;*
- (e) Require that their employees or agents understand the minimum standards and are trained to meet them; and*
- (f) Provide you with clear and upfront information about Zip Pay, fees and charges in a format that is accessible to you.*

These Guidelines seek to ensure that you are educated on how to accurately and transparently market Zip Pay.

By using the Zip Pay disclosure (or setting this information out clearly in your marketing materials), you are informing customers about how Zip Pay works. A customer should always understand key terms, namely associated fees and payments.

For further information on the Code, please visit AFIA's [website](#).

H. Disclosures

Any mention of any of the Zip products in any medium of advertising needs a disclosure. This is to ensure customers are aware of the features (includes fees and charges and terms that apply).

Disclosures must be:

- precise
- referenced by a symbol (i.e. asterisks) next to the copy to which the statement applies
- appropriate for the advertising medium.

Disclosures must not be:

- placed in an obscure location
- too small
- text that appears on the screen without satisfactory time to read it
- contained within voice overs that are too quick or too quiet for a reasonable person to understand.

A disclosure can't be used to correct a strong misleading impression created by the main selling point (i.e., a misleading headline claim). The overall impression of the advertisement must not mislead the audience, and a disclosure should not be inconsistent with the other content of the advertisement.

For example, if an asterisk appears near the word 'free', it should never be a cheeky attempt to trade on positive reactions to the selling point. You can't get away with trying to comply with the law by placing the conditions in the fine print.

