

# Affirm Prohibited Businesses

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The following categories of businesses and business practices are prohibited from using Affirm Services (“Prohibited Businesses”). Prohibited Business categories may be imposed by applicable payment network rules and restrictions (“Network Rules”) or applicable financial service providers of Affirm.

The business types, characteristics, and activities listed below are representative but not exhaustive. As such, Affirm reserves the right to designate a business as a Prohibited Business should Affirm deem a quality or practice of the business in question to be a concern to or threatening of Affirm’s Services or reputation. If you are uncertain as to whether your business is a Prohibited Business, or have questions about how these requirements apply to you, please [contact us](mailto:sales@affirm.com) at sales@affirm.com.

By registering with us, you are confirming that you will not use the Services to accept payments in connection with the following businesses, business activities, or business practices.

## Illegal or high-risk items, activities or transactions

Counterfeit or unauthorized goods	Unauthorized sale or resale of brand name or designer products or services;  Sale of goods or services that are illegally imported or exported due to trade controls
Stolen goods	Sale or resale of products which have been obtained through theft or fraud
Gambling	Lotteries, fantasy sports leagues, internet gaming, contests, sweepstakes, games of chance
Pseudomedical products	Products or devices which make medical or health-related claims that have not been approved by the applicable regulatory body.
Firearms, knives, and weapons	Ammunition, firearms, certain firearm parts or accessories, and certain weapons or knives regulated under applicable law
Explosives and incendiaries	Fireworks and related goods; toxic, flammable, and radioactive materials
Explicit or sexually-oriented products	Any explicit, pornographic, erotic, or certain otherwise sexually-oriented products or marketing of products
Crude or violent products or marketing of products	Any vulgar or crude products or marketing of products; products that promote violence, hate speech or acts, or racial intolerance
High-risk services businesses	Phone services; forwarding brokers; credit card and identity theft protection; consulting fees; securities brokerage; timeshares; any businesses that we believe poses elevated financial risk, legal liability, or violates card network or bank policies

## **Narcotics, steroids, controlled/regulated substances, and drug paraphernalia**

Regulated products and services	Sale of tobacco, e-cigarettes, and e-liquid; vaporizers; products and services with varying legal status on a state-by-state basis
Drug paraphernalia	Any equipment designed for making or using drugs, such as bongs, vaporizers, and hookahs
Pseudo pharmaceuticals	Pharmaceuticals and other products that make health claims that have not been approved by an applicable regulatory body

## Financial services, currency, and money transmission

Money and legal services	Money transmitters, wire transfers, money orders; currency exchange; bail bonds; legal fees or legal services
Virtual currency or stored value	Virtual currency that can be monetized, resold, or converted to physical or digital products and services or otherwise exit the virtual world (e.g., bitcoin);
Fund Aggregation	Engaging in any form of licensed or unlicensed aggregation of funds owed to third parties, factoring, or other activities intended to obfuscate the origin of funds
Gift Cards	Sale of any form of stored currency value or store credit, whether that value is used at the merchant or a different seller
Precious metals/commodities/speculation	Use of Affirm as a financing option for purchase of goods whose prices are linked directly to spot markets (gold bars, bullion, other precious metals)

## IP infringement

Intellectual property or proprietary rights infringement

Any product or service that directly infringes or facilitates infringement upon the trademark, patent, copyright, trade secrets, or proprietary or privacy rights of any third party;

Use of Affirm intellectual property without express consent from Affirm; use of the Affirm name or logo including use of Affirm trade or service marks inconsistent with the Affirm Merchant Agreement or in a manner that otherwise harms Affirm or the Affirm brand; any action that implies an untrue endorsement by or affiliation with Affirm

**Abuse of Affirm Services and other unfair, predatory, or deceptive business practices**

Crowdfunding/pre-orders	Use of Affirm as a payment method for a “pre-order” product or crowdfunding; any other process by which customer payments are collected for speculative fulfillment of a product or service
Small business lending	Marketing of Affirm as a small business loan or business financing solution
Backorder accumulation	Use of Affirm for capture of payment for products which are in a “backordered” status
Multi-level marketing	Pyramid schemes, network marketing, and referral marketing programs
Use of Affirm in a manner inconsistent with its intended use or as expressly prohibited in the Terms of Service	Use of Affirm where there is no bona fide good or service sold; evasion of card network chargeback monitoring programs; sharing Affirm user data with another merchant for cross-selling product or service; splitting of purchase price to circumvent Affirm transactional risk systems