



# Latitude Merchant Operating Guide – New Zealand

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Credit provided by Latitude Financial Services Limited, 8 Tangihua Street, Auckland 1010  
(NZ Company number 5624865)

# Table of Contents

1	Overview .....	3
	Latitude Products .....	3
	Contact Details .....	3
	Stationery Orders.....	3
2	OPERATING GUIDELINES.....	5
	Marketing and Advertising Guidelines .....	5
	Merchant Training .....	5
	Privacy .....	6
	Complying with these guidelines .....	6
	Unusual transactions .....	6
	Interest Free on a Latitude Credit Card .....	7
	How to Cater for Vulnerable Customers.....	8
	Online Applications.....	9
4.	Applications via the Gem Merchant Portal .....	10
	Processing Interest Free Purchases: .....	11
	Requesting a Credit Limit Increase .....	13
	Processing Returns .....	14
	Latitude Customer Solutions Enquiries.....	14
	Customer Complaints .....	14
	External Complaints Resolution .....	14
3	Latitude Settlement .....	15

# 1 Overview

This Merchant Operating Guide (MOG) is the “Operating Procedures” referred to in your Merchant agreement with Latitude. The MOG is an important document, which forms part of your Merchant agreement and does not override the agreement.

The MOG is to be used by Merchants whenever dealing with a Latitude credit card, and includes important information about:

- Advertising and promoting credit cards;
- Processing applications and transactions; and
- Application and transaction authorisation (and refund) process.

The MOG must be used in conjunction with:

- Training material, instructions, guidelines and or operating procedures provided to you. The merchant portal also has resources such as the Gem Visa Merchant Quick Reference Guide.
- Material provided in the Partner Toolkit  
(<https://www.gemfinance.co.nz/partner-toolkit/partners/>)

In this document, references to “Merchants” include both Merchants and Merchant’s staff (unless otherwise stated).

## Latitude Products

The below products can be used for interest free purchases (product features, benefits and rates can be found online:

### Currently available for new customers:

- [Gem Visa](#)

### No longer available for new customers but can still be used for interest free:

- [Gem CreditLine](#)

The types and terms of interest free purchases available vary between retailers and will be made available via the merchant portal or via IF@POS / Partner Hub.

## Contact Details

Merchant Service Enquiries 0800 787 767 Option 3  
Weekdays Monday - Friday 9:00 - 17:00 NZST (Excludes Public Holidays)

Please email Merchant Support team for all your queries and issues  
[merchant.support@gemfinance.co.nz](mailto:merchant.support@gemfinance.co.nz)

## Stationery Orders

## **Latitude Interest Free – Merchant Operating Guide**

Contact the merchant support or your partner relationship manager to request for Stationery orders (IDS, Conditions Of Use, Flyers etc.).

## 2 OPERATING GUIDELINES

### Marketing and Advertising Guidelines

Merchant must ensure that their advertisements are not misleading or deceptive. To assess this, some relevant questions to ask are:

- What is the key or “dominant” message of the advertisement? Is that message true?
- What “impressions” are likely to be created by the advertisement? Are those impressions correct?
- In the context of the advertisement and its dominant message, what would a reasonable consumer be likely to assume from the advertisement? Are those assumptions correct?

Latitude has developed some guidelines outlining the minimum information that must be included when referencing Latitude credit cards and interest free plans. These are available at <https://resources.latitudefinancial.com/docs/interest-free/interest-free-docs>.

Latitude also provides disclaimer wording for inclusion in advertisements. This is located on the Latitude Resources hub in the [Advertising Guidelines \(Disclaimer Matrix\)](#) tab.

For any advertising requirements not clearly supported by the guidelines, please contact Latitude via the merchant support team or your partner relationship manager to seek advice, review and approvals.

The merchant support team or your partner relationship manager can be contacted to assist you with any questions.

### Merchant Training

Latitude is committed to providing tailored training programs to assist Merchants understand:

- Latitude credit cards and available interest free plans; and how to discuss them with customers
- the marketing and offer terms associated with those plans;
- the customer application process and requirements;
- the steps required for a Merchant to process transactions.

Merchants must ensure that all staff involved with the processing of applications or transactions regularly attend training programs and complete required training so that they are able to understand and comply with these Operating Guidelines.

Latitude will provide training materials for use in conducting the training programs and completing the required training. Merchants should contact Latitude for further training material and more information if required.

It is the Merchants responsibility to ensure that all staff involved with Latitude are trained on the most up-to-date policies and procedures, ensure staff are available for training, and meet Latitude training requirements.

Staff not meeting training requirements can result in consequences, such as those listed in the section “Complying with these guidelines”.

## Latitude Interest Free – Merchant Operating Guide

### Privacy

When applying for a credit card, a merchant must ensure that the customer has been made aware that their information will be provided to Latitude for the purpose of identity verification and responsible lending. Credit checks will be conducted and customer consent obtained for the same. This can be done by reading the 'Privacy Consent for use of Personal Information', which is embedded in the New Application process, before collecting any Personal Information. Our Privacy Notice is also included in the Conditions of Use booklet.

Make sure that the information you collect is accurate, complete and up to date.

- Securely dispose of any customer documentation that is no longer required (Shred, secure document bin, etc.)
- Immediately notify Latitude in writing if they become aware of any actual or potential theft, damage and/or unauthorised access, use or disclosure of personal information collected.

### Complying with these guidelines

Latitude has developed this MOG and the training, policies and procedures to assist the Merchant to comply with relevant laws and obligations in New Zealand and in-line with Latitude expectations and requirements.

Should Latitude discover or become aware of failures by the Merchant or its staff, Latitude may take appropriate steps, including but not limited to the following:

- Reversal of transaction and recouping of funds
- Suspension or termination of Merchant Staff, Merchant Store or Group from Latitude systems and cessation of all credit related activities
- Termination of Latitude Merchant agreement
- Further remedial actions, including remediation of customers and recuperation of costs in the event of Merchant misconduct resulting in customer remediations, should Latitude seek to recover remediation costs from the Merchant.

### Unusual transactions

Please promptly notify Latitude if you become aware of changes in the way that customers are using the Latitude credit card and/or interest free, particularly where that usage is inconsistent with normal practice (i.e. using to buy products to or sell etc).

## Latitude Interest Free – Merchant Operating Guide

### Interest Free on a Latitude Credit Card

#### Introducing Latitude Credit Cards to Pay with Interest Free

*“Let’s talk about Gem Interest Free”*

Below are some tips for staff when introducing interest free plans available on participating Latitude credit cards. Further guidelines can be found in the Merchant Key Facts Sheet section called “Let’s talk about Gem Interest Free”.

Introducing Interest Free	Do’s	Don’ts
When can you Introduce Interest Free Payment Plans	You can introduce Interest Free payment plans at any point of the sales process.	Don’t offer any form of personal <b>financial</b> advice about our products, instead, stick to the facts you know and the application scripting when speaking about Latitude’s Credit Card products.
When the customer enters the store.	Interest free payment plans can be introduced at any point of your discussion. The best time to introduce Latitude interest free payment plans is at the start of the customer experience.  You can inform the customer of specific interest free promotions, including estimated weekly or monthly repayments. If you are not running any promotions let them know your everyday interest free offers.	Avoid using acronyms that can confuse and don’t use terms such as: <ul style="list-style-type: none"> <li>• “This will save you money”</li> <li>• “You will be better off”</li> <li>• “You will be in a better position”</li> </ul>
	If at any point your customer informs you that they don’t want interest free, you are to stop discussing interest free.	Avoid activity that could be construed as pressure selling
While the customer is shopping in store	If you missed welcoming the customer into the store, you can still introduce Latitude Interest Free payment plans as an available option. At this point, introduce the product, the payment plan options and the benefits. Use the Gem Instalment Interest Free Calculator to quote estimated weekly or monthly repayments for Instalment Interest Free Promotions.	<b>Don’t</b> use interest free as a payment option to encourage your customer to purchase more. For example, don’t say, “For an extra \$5 per week, you can have the complete bundle or package.”
When the customer is ready to purchase	You can still introduce Latitude Interest Free payment plans at check-out.  By informing the customer of all their payment options inclusive of interest free payment plans it allows the customer to choose the most suitable option based on their needs. If Instalment Interest Free payment plan is their preferred option, you can use the Gem Instalment Calculator to quote estimated weekly or monthly repayments.	<b>Don’t</b> deceive, flatter, trick or coerce them into entering into an agreement they otherwise would not have made.
	If at any point your customer informs you that they are not interested in paying with interest free then you should stop discussing interest free.	Avoid activity that could be construed as pressure selling such as repeatedly offering Interest Free payment plans when it is clear that it does not suit the customer’s needs or it is not a suitable product for the customer.

## Latitude Interest Free – Merchant Operating Guide

Introducing Interest Free	Do's	Don'ts
When the customer asks you about Interest Free payment plans	<p>If a customer asks you about interest free payment options, you can explain how the product plan available on Latitude credit cards works including the current interest free promotions and/or everyday interest free offers.</p> <p>Use the Latitude Gem Visa Instalment Calculator to quote estimated weekly or monthly repayments for Instalment Interest free promotions.</p>	<p>Don't offer any form of <b>financial</b> or <b>personal</b> advice, instead, stick to the facts you know and the application scripting when speaking about Latitude's Credit Card products.</p>
	<p>If at any point your customer informs you that they are not interested in paying with interest free then you should stop discussing interest free.</p>	<p>Avoid activity that could be construed as pressure selling such as repeatedly offering Interest Free payment plans when it is clear that it does not suit the customer's needs or it is not a suitable product for the customer</p>

### How to Cater for Vulnerable Customers

Some customers have unique needs and require additional support. These customers are often referred to as customers experiencing vulnerability; A customer or a potential customer whose ability or circumstances require us to provide additional support to enable them to interact with us or to make an informed decision.

We need to treat customers experiencing vulnerability fairly, with care and empathy to their circumstances, making sure the interaction is a positive one.

- Any one of us can be vulnerable at any time in our lives.
- Customers may be experiencing vulnerability for many reasons which can include language barriers, education levels, mental health reasons, disabilities, being from remote communities or of Indigenous backgrounds for NZ Māori & Pasifika people.

You may identify a customer is experiencing vulnerability if they:

- Appear confused, repeat the same question, or they might take a long time to respond.
- Respond with comments or answers which are inconsistent with the conversation.
- Proactively advise you they are currently going through a difficult time in their lives.
- Indicate they require a 3rd party (power of attorney, independent legal advisor, or financial counsellor) to help them understand information and support them making a decision.

You need to be confident that the customer understands the contract they are entering into. If you feel your customer is having difficulties understanding the product, then do not proceed with the application. Refer them to Latitude for further assistance or advise they have the option of seeking independent financial or legal advice.

In instances where a customer is experiencing vulnerability you should call Latitude Merchant Support Team.



### Vulnerable Customer Awareness While Introducing Interest Free

The following table provides guidance on Do's and Don'ts when dealing with people who may be vulnerable.

Vulnerable Customers	Do's	Don'ts
Some customers have unique needs and require additional support. These customers are often referred to as customers experiencing vulnerability.	<b>Do</b> treat customers experiencing vulnerability fairly, with care and empathy to their circumstances, making sure the interaction is a positive one.	<b>Don't</b> take advantage of or exploit the vulnerabilities of customers that may be disadvantaged by such things as language, age, or lack of financial literacy.
When a customer appears confused, repeats the same question, or they might take a long time to respond.	<b>Do</b> slow down, speak clearly, offer alternative explanations, and check for understanding.	<b>Don't</b> interrupt or show impatience
When a customer responds with comments or answers which are inconsistent with the conversation.	<b>Do</b> provide customers with the product information (Conditions of use, key facts), and allow them the opportunity to walk away and come back when they are ready to make a decision.	<b>Don't</b> take advantage of or exploit the vulnerabilities of customers that may be disadvantaged by such things as language, age, or lack of education.
When a customer proactively advises you, they are currently going through a difficult time in their lives.	<b>Do</b> treat customers experiencing vulnerability fairly, with care and empathy to their circumstances, making sure the interaction is a positive one.	<b>Don't</b> take advantage of or exploit the vulnerabilities of customers that may be disadvantaged by such things as language, age, or lack of financial literacy.
When customers indicate they require a 3rd party (power of attorney, independent legal advisor, or financial counsellor) to help them understand information and support them making a decision.	If your customer still has difficulty grasping the product and its details. <b>Do</b> recommend, they seek independent financial and legal advice before signing.	<b>Don't</b> take advantage of or exploit the vulnerabilities of customers that may be disadvantaged.  If the above interactions with your customer continue do not proceed with processing the application.
When a customer appears to be under adverse influence of another party to purchase with interest free it may indicate they are a vulnerable to financial abuse (e.g., elder or carer abuse and/or domestic violence)	<b>Do</b> treat customers experiencing vulnerability fairly, with care and empathy to their circumstances, making sure the interaction is a positive one.	<b>Don't</b> take advantage of or exploit the vulnerabilities of customers that may be disadvantaged.  Err on caution and do not process with processing the application.

### Online Applications

New applications are processed online through one of the following ways:

#### 1. Merchant Websites

Merchants that have enabled their online shopping stores on their e-commerce website to pay with a Latitude credit card provide a referral link to the corresponding Latitude Gem Visa application page.

#### 2. Latitude Product Websites

Customers can review the credit card on Gem websites and apply directly.

### 3. QR Code Referral

Some Merchants do not have the ability to assist customers with new applications via the Merchant Portal. These Merchants, along with other participating Merchants can provide customers with a Latitude supplied QR Code which directs the customer to the corresponding Gem Visa application page.

*Online Application Notes:*

Applications made via the Gem online application pages are unassisted and any queries by customers should be directed to Latitude.

For approved applications submitted via an online channel, applicants are instructed to:

- Once approved, write down their account number or note their account number from the approved email
- Take their account number and photo ID such as Drivers Licence, showing their current address instore
- Complete their purchase

### 4. Applications via the Gem Merchant Portal

The Gem Merchant Portal is located at [Merchant Login Page \(gemfinance.co.nz\)](https://gemfinance.co.nz) To access the Gem Merchant Portal, you will need to arrange for login details with your Partner relationship manager and/or the Merchant Support team prior to being able to access the system.

The Merchant Portal has instructions to guide the staff member on how to process a new application. Training is also provided.

Staff must:

- be trained and accredited to assist customers in completing an application before access to the Merchant Portal will be granted
- adhere to the operating procedures within the Merchant Portal

**Note:** staff must not process applications for themselves using the Latitude portal and go to [gemfinance.co.nz](https://gemfinance.co.nz).

#### Customer Eligibility

To be eligible to apply, the applicant must be over 18 years of age and meet at least one of the following criteria:

- New Zealand citizen; or
- Must have intent and visa permission to stay in the country for the next 12 months.

#### Latitude ID Requirements

*Identifying customers*

Latitude must establish and verify the identity of the people who utilise our products and

## Latitude Interest Free – Merchant Operating Guide

services. This process is called Know Your Customers or KYC.

For credit card applications processed through the Merchant Portal, you must follow instructions within the Merchant Portal to sight, verify and record the customer's identification in order to comply with our obligations under the AML/CFT Legislation.

Refer to the Gem Visa Merchant Quick Reference Guide, available within the Merchant Portal for acceptable identification documents.

It is the responsibility of the merchant to ensure all customer documentation is not disclosed to anyone other than the customer. The following documents must be securely destroyed:

- Applications including any drafts, printouts etc.
- Customer ID and supporting documentation.

### **“Raising Red Flags/Suspicious Activity**

To assist Latitude in meeting its Anti-Money Laundering and Countering Financing of Terrorism Act 2009 (AML/CFT Act) legislative requirements, Latitude has developed a process to ensure you can report any potentially Suspicious Activity to us safely and without risk of “Tipping Off” the customer.

Ensure you move to an area out of earshot of the customer. Contact Latitude and advise your concerns on 0800 802 702.

The Representative will ask you closed-ended questions to ensure that you can provide us with the necessary details without making the customer aware of your concerns.

The Representative will then advise you of the next steps to take and help you manage the situation safely.

You must never (tip off) inform an individual that they, or their activities, are the subject of a potentially suspicious matter report to Latitude, or an investigation into money laundering or terrorism financing.

### **Latitude Application Responses**

When an application is submitted and assessed the system will display one of the following responses:

- Approved
- Conditionally Approved
- Referred
- Declined

Merchants must adhere to instructions within the Merchant Portal and training. When a customer requests further information regarding their application you should advise them to contact Latitude.

### **Processing Interest Free Purchases:**

Merchant's depending on their specific set up with Latitude can perform interest free sales via the following methods:

## Latitude Interest Free – Merchant Operating Guide

### 1. IF@POS

Merchants integrated with IF@POS can perform add on sales using this method. Merchants must adhere to processes according to the specific merchant integration.

Training guides are located at

[Interactive booklet NZ \(Partner Hub\) - Training – Latitude & Gem IF Booklets \(figma.com\)](#)

### 2. Partner Hub

Add on sales can also be performed on the Partner Hub. Merchants must adhere to processes within the Partner Hub. Training guides are located at [Interactive booklet NZ \(Partner Hub\) - Training – Latitude & Gem IF Booklets \(figma.com\)](#)

### 3. Online - Merchant Website

Merchants that have enabled their merchant websites checkout to accept Latitude credit cards can process interest free purchases via this channel. [Integration Guides](#) are available on the merchant hub.

### 4. Gem Merchant Portal

*How to Complete a Sales Voucher for a New Account*

A sales voucher can be processed through the Gem Merchant Portal. The online process is available from the 'Forms, Training & Operating Manuals' section of the Latitude Merchant Portal located at <https://merchantportal.gemfinance.co.nz/SMPWeb/training.do?method=display>.

*How to Process an Add On Sale (Existing Account)*

An "Add On Sale" is a sale transaction which is paid for using an interest free payment plan on a participating Latitude Credit Card (or Account) already held by the customer.

An Add On Sale can be processed through the Latitude Merchant Portal. The online process is available from the 'Forms, Training & Operating Manuals' section of the Latitude Merchant Portal located at <https://merchantportal.gemfinance.co.nz/SMPWeb/training.do?method=display>.

Please refer to the 'Forms, Training & Operating Manuals' or follow operating guidelines within the Merchant Portal for shopping with or without a Latitude Credit Card, using a Drivers Licence (card or digital) for Identification.

*Over the phone add on sales – when Merchant Portal is unavailable for prolonged periods:*

For Latitude Merchant Portal enabled Merchants, Add On Sales can be processed over the phone when the merchant portal is unavailable:

- Once approved over the phone, record the sales amount, and authorisation number.
- When the Portal is available again create a new sales voucher entering the sales amount, and authorisation number.
- One authorisation number is provided, and covers all products/services listed on the Sales Voucher

## Latitude Interest Free – Merchant Operating Guide

- Sales Vouchers that do not have an authorisation number will be rejected by Latitude.
- Advise the customer if the authorisation is declined. If the customer wishes to speak to Latitude, direct them to contact Latitude.

PLEASE NOTE: This type of processing should only be undertaken when the merchant portal or other transaction processing is unavailable.

*How long do authorisations get retained by Latitude:*

An authorisation will remain against a Latitude credit card until either the sales voucher is settled or 365 days elapse, whichever comes first.

*Merchant Portal Sales Voucher Retention & Storage*

Merchants may wish to consider retaining Sale Vouchers for a reasonable period following the transaction, so that they can be produced on Latitude's request to aid dispute resolution. If records are not available, this may impact your responsibility for disputed transactions.

### Requesting a Credit Limit Increase

A customer can request a credit limit increase from Latitude. Customers can do so via the Latitude Service Centre or by otherwise contacting Latitude directly.

Any credit limit increase request is subject to approval. Latitude does not guarantee that a credit limit increase will be available.

- **IMPORTANT NOTE:** Merchants must not suggest, recommend, or encourage customers to apply for a credit limit increase.

## Latitude Interest Free – Merchant Operating Guide

### Processing Returns

#### Gem Merchant Portal

When a Merchant agrees to accept a purchase return (buyer returns merchandise that it had purchased from a supplier) that was paid for with interest free using a Gem Credit Card, the return should be processed through the Gem Merchant Portal. The process is available from the 'Forms, Training & Operating Manuals' section of the Gem Merchant Portal located at [Quick Reference Guide \(gemfinance.co.nz\)](https://gemfinance.co.nz)

#### Partner Hub

A partial or full refund can be processed through the Partner Hub. The online process is available from the Latitude Partner Hub experience booklet located at [Interactive booklet NZ \(Partner Hub\) - Training – Latitude & Gem IF Booklets \(figma.com\)](https://figma.com)

#### IF@POS

IF@POS integrated merchants, dependent on level of integration with the partner may also be able to perform returns in the merchant point of sale system.

### Latitude Customer Solutions Enquiries

If a customer has any enquiries about their Latitude credit card or account, the Merchant can refer the customer to contact Latitude via channels provided on the product website, the Latitude Service Centre, or the mobile app.

### Customer Complaints

A Merchant must immediately refer the customer to Latitude regarding any customer complaints about Latitude credit cards or accounts.

- Online: Visit the Latitude [Help Centre](#) or follow the links on the Latitude Service Centre or App.
- Phone: Call 0800 900 029 between 11.00am – 6.00pm Monday-Friday NZST.

Upon Latitude's request, Merchants must assist Latitude to resolve a customer complaint, including by providing copies of any correspondence relating to a customer complaint about goods and/or services transacted on a credit card or account.

### External Complaints Resolution

If the customer is not satisfied with Latitude's resolution of a complaint, you can advise them they can contact the Insurance & Financial Services Ombudsman Scheme (IFSO).

IFSO is a free external dispute resolution provider, independent from Latitude Financial Services. IFSO can be contacted using the details below:-

- Website: [www.ifso.nz](http://www.ifso.nz)
- Phone: +64 4499 7612 or 0800 888 202
- Mail: Insurance & Financial Services Ombudsman Scheme (IFSO) PO Box 10-845, Wellington 6143

### **3 Latitude Settlement**

- Settlement will only occur for correctly completed transactions.
- The settlement amount Latitude will pay the Merchant will be an amount equal to the value of sales shown as the 'total' of purchases on Sales transactions less:
  - The amount of any Return / Refund or other Credit transactions processed by Latitude;
  - The Merchant Service Fee(s) on the transactions;
  - Any amounts that may be withheld under clause 6.6 of the Merchant Terms and Conditions; and
  - Any other fees or amounts owed to Latitude.
- If the net settlement amount is a payment to the Merchant, a direct credit to the Merchant's bank account will occur.
- If the settlement amount is a payment to Latitude, then Latitude will wait until there are sufficient funds.
- For each product, a settlement statement will be provided to Merchants daily after the processing of each batch of transactions, containing:
  - Value of each individual transaction processed.
  - Details of any Merchant Service Fees charged.
  - Details of any Commission payable.
  - Details of any returned transactions.
  - A summary of the value of transactions processed by Latitude and the net amount paid.
- The settlement report can be used to reconcile the transactions supplied to Latitude with the amount credited to the Merchant's bank account.
- Any amounts payable to Latitude, which are not offset or recouped through settlement, may be billed by Latitude to the Merchant. An email is sent to the Merchant for any outstanding payable amount and details to make the payment.

**Credit provided by Latitude Financial Services Limited, 8 Tangihua Street, Auckland 1010 (NZ Company number 5624865)**