

# Partner Guidelines & Approved Promotion Paths

## Tap to Pay on iPhone

*This guide explains how CardFlight partners may promote Tap to Pay on iPhone safely and compliantly.*

### Why This Guide Exists

Tap to Pay on iPhone is an Apple capability supported through CardFlight and SwipeSimple. Partners should only promote Tap to Pay on iPhone using approved materials.

This guide is designed to:

- Help partners promote the feature confidently
- Prevent unapproved claims or content takedowns
- Protect partners and CardFlight.

If you are ever unsure, pause and contact the CardFlight team before publishing.

### What “Promoting” Means

Promotion includes any **public-facing content**, such as:

- Website pages or landing pages
- SEO content
- Social media posts
- Email newsletters sent to broad audiences

Paid marketing is not permitted, including but not limited to paid social media, search engine marketing, display advertising, out-of-home, TV, radio, podcast, print, and advertorials.

Promotion does **not** include:

- One-to-one sales conversations
- Individual follow-up emails
- Live demos

Those are covered separately as sales enablement.

### Approved Ways to Promote Tap to Pay on iPhone

If you are ever unsure, pause and contact the CardFlight team before publishing.

#### 1. Social Media Posts (Approved Path)

Partners may post about Tap to Pay on iPhone on social media if all of the following are true:

- You use social tiles provided by CardFlight that have been approved for use with Tap to Pay on iPhone

- Assets are used exactly as provided, with no edits
- You select caption copy from the approved caption examples
- You include required disclaimers
- You link only to CardFlight- or SwipeSimple-owned pages

You may not:

- Edit visuals, copy, or layouts
- Add your own logo
- Rewrite or paraphrase messaging
- Link to your own Tap to Pay on iPhone webpage

## 2. Linking to CardFlight or SwipeSimple Pages

Partners may promote Tap to Pay on iPhone by linking to CardFlight- or SwipeSimple-owned pages that describe the feature.

Partners should not:

- Create their own website pages about Tap to Pay on iPhone
- Publish blog posts or SEO pages about the feature

This approach ensures all public descriptions remain accurate and up to date.

## 3. One-to-One Sales Outreach

Partners may discuss Tap to Pay on iPhone in:

- Sales conversations
- Demos
- One-to-one follow-up emails

Use CardFlight-approved language only and avoid creating your own written marketing materials.

## What Requires Approval

Partners must request approval before doing any of the following:

- Publishing Tap to Pay on iPhone content on your website
- Creating landing pages, blogs, or SEO content
- Modifying pre-approved assets

Approval requests should be routed through CardFlight.

## What Not to Do

Partners should **not**:

- Rewrite or expand approved descriptions
- Shorten or rename the product, for example: “Apple Tap to Pay” or “Tap to Pay”
  - Always use the full name: Tap to Pay on iPhone
- Make claims about:

- Performance or speed
- Security or encryption
- Universal acceptance
- Combine Tap to Pay on iPhone messaging with Android hardware products, messaging or features
- Create new visuals, screenshots, or UI mockups, or use stock imagery - including stock imagery featuring iPhone or other Apple hardware

## Required Disclaimers

All public promotion must include:

- **Terms apply.**

The terms should link out to the full legal disclaimer for Tap to Pay on iPhone. These are displayed on the [SwipeSimple Tap to Pay on iPhone landing page](#).

If Apple Pay is mentioned:

- **Apple Pay is a trademark of Apple Inc., registered in the U.S. and other countries.**

## Approved Assets You May Use

Partners may use only the following Apple-approved assets, as provided by CardFlight:

- Approved social tiles
- Approved videos or animations (used as-is)
- SwipeSimple merchant one-sheet
- Links to CardFlight or SwipeSimple webpages

Do not recreate or modify these assets.

## Branding Guidelines (Important)

### Approved social tiles and visuals

- Do not add partner logos
- Do not add SwipeSimple or CardFlight logos
- Leave Apple visuals unbranded and unchanged

## Approved Social Posts (Use As-Is)

Partners may publish one of the following pre-approved social posts, exactly as shown below. Each option is a complete, pre-approved message and must be used exactly as provided.

### Option A: Hero (General Awareness)

Use this tile:

[Hero – “Accept contactless payments right on your iPhone”](#)

- Use the Hero tile exactly as provided
- Do not modify the text on the tile

- Do not add or substitute copy

## Option B: Enhanced Experience (Mobility)

Use this tile:

[Enhanced Experience – “Do business in more places.”](#)

- Use the Enhanced Experience tile exactly as provided
- Do not modify the text on the tile
- Do not add or substitute copy

## Option C: Streamline Business (No Hardware)

Use this tile:

[Streamline Business – “No terminal needed.”](#)

- Use the Streamline Business tile exactly as provided
- Do not modify the text on the tile
- Do not add or substitute copy

### Required rules (very important)

- Each tile already contains the approved messaging
- Do not add captions that restate or reinterpret the message
- Do not combine tiles with other copy
- Do not add emojis, hashtags, or feature comparisons
- Do not reference Android or other payment methods

Partners may optionally add a short availability line beneath the post, such as “Available through SwipeSimple.” This line must not restate product benefits or add claims.

## Partner Branding (Where Allowed)

Partners may include their branding only in:

- One-to-one emails
- Sales conversations

Partners should keep captions short. Any added text must be limited to availability context and calls to action, and should not restate or expand product benefits shown on the tile.

### Allowed Caption Additions

Partners may add:

- “Now available through SwipeSimple”
- “Available to eligible merchants using SwipeSimple”
- “Learn more about Tap to Pay on iPhone with SwipeSimple”
- “Contact us to get started”
- “Terms apply.”

Example of approved caption:

“Tap to Pay on iPhone is available through SwipeSimple.”

## If You're Unsure

If you are unsure whether something is allowed:

- Do not publish
- Do not create your own materials
- Use CardFlight-provided assets only
- Contact the CardFlight team for guidance

## Summary

Partners are encouraged to promote Tap to Pay on iPhone, but only through approved, controlled paths. This helps ensure consistent messaging, protects all parties, and prevents compliance issues.

## Approved Links and Sales Materials

To keep all public information accurate and compliant, partners should use the following materials when promoting Tap to Pay on iPhone.

### One-Sheet

Use the SwipeSimple 1-sheet for:

- One-to-one sales conversations
- Follow-up emails
- Sharing an overview of how Tap to Pay on iPhone works

The one-sheet is pre-approved and should be used **as provided**.

Do not recreate, modify, or host your own version. Partners should not use this page as a public marketing destination or link to it in ads or campaigns. While this resource is publicly accessible, it is intended for sales enablement use and not for broad public promotion.

### Access:

[Tap to Pay on iPhone 1-sheet](#)

### SwipeSimple Landing Page

Partners may link to the official SwipeSimple landing page that describes Tap to Pay on iPhone.

Use this page for:

- Social post links
- Email links
- Directing merchants to learn more

Partners should **not**:

- Create their own Tap to Pay on iPhone webpages
- Publish blog posts or SEO content about the feature

**Access:**

[Tap to Pay on iPhone Landing Page](#)