



101 Broad Street Plattsburgh, NY 12901 564-2035

Cardinal Cash Merchant Guidelines

Anyone that wishes to become a participating Cardinal Cash merchant must agree to and abide by the following guidelines.

- College Auxiliary Services has the ability to decide what merchants may accept the Cardinal Cash account for purchases.
- Participation in the Cardinal Cash Program should not be construed as a guarantee of additional sales.
- Merchant agrees to furnish, at its cost and expense, the equipment and communication methodology required to interface with the Cardinal Cash Program.
- Merchant will take whatever steps it deems necessary to ensure that the person in possession of Cardinal Card is the person pictured in the photo on that card prior to accepting a Cardinal Cash payment.
- Merchant acknowledges and agrees that JSA Technologies, Atrium or College Auxiliary Services shall not be liable for payment to Merchant for any Cardinal Cash transactions consummated by Merchant on a lost or stolen ID Card.
- **PROHIBITED PURCHASES.** Merchant shall not accept Cardinal Cash in payment for the purchase of the following:
 - Alcoholic beverages
 - Tobacco products
 - E-cigarette products
 - Lottery tickets
 - Firearms, knives or other items that could be construed as weapons
 - Obscene materials
 - Gift certificates
 - Tattoos
 - Items that could be construed as drug paraphernalia.

Merchant acknowledges and agrees that if Merchant accepts a Cardinal Cash in payment for these prohibited items contrary to this covenant, JSA Technologies, Atrium or College Auxiliary Services will not provide Merchant payment for such purchases.

- Merchant shall not mark-up the purchase price or place any surcharges on goods purchased with Cardinal Cash.
- Merchant shall make a receipt available to a Cardinal Cash cardholder at the time the cardholder initiates a Cardinal Cash transaction with Merchant. The receipt shall include the amount of the transaction, the date, and the location and identity of the Merchant.

- Merchant will not allow ID cardholders to receive cash back for any reason. All individuals requesting a refund for a purchase that was paid for by Cardinal Cash, must have the entire amount refunded/credited to the Cardinal Cash account associated with the cardholder's participating institution.
- Merchant must accept Cardinal Cash during all hours of service, no exceptions.
- Participation in the Cardinal Cash program may be terminated by the Merchant or Atrium at anytime and for any reason without any prior written notice.
- Merchant is required to provide a valid email for all communications. It is the merchant's responsibility to notify College Auxiliary Services when contact information has changed.

ADVERTISING

- Merchant grants to College Auxiliary Services, JSA Technologies and Atrium the right to use Merchant's name on marketing, promotional and other materials used to promote or advertise Merchant's participation in the Cardinal Cash program.
- Merchant agrees that it shall not advertise any connection with SUNY Plattsburgh.
- Merchant will not use the University's name, symbols, or any other identifying marks or property or make any representations, either express or implied, as to the University's promotion or endorsement of Merchant or Merchant's business, unless it has received written permission from the University.
- Notwithstanding the foregoing, Merchant shall have a non-exclusive right to use the official Cardinal Cash trademark logo in its advertising.
- The Merchant shall use the Cardinal Cash trademark logo in all Cardinal Cash related advertising.

CARDINAL CASH FAIR

- Merchant agrees to attend and actively participate in the annual Cardinal Cash Fair held each fall semester.
- Merchant agrees to offer fair attendees SAMPLES AND/OR CONDUCT DRAWINGS OF THE PRODUCTS AND/OR SERVICES primarily associated with their business.
- Merchants will offer an INTERACTIVE FAIR ACTIVITY that will appeal to college community members, attracting them to the fair and to their booth. (For example; trivia games, golfing, food samplings, etc.)
- Opting out of the Cardinal Cash Fair will result in an INCREASE OF 3% in the monthly service charge for the current academic year, NO EXCEPTIONS.

- CAS reserves the right to reject participation in the Cardinal Cash Fair if the quality of participation is not with the spirit of the event and increase services fees by 3%.

INDEMNIFICATION

- Merchant shall identify and save and hold harmless College Auxiliary Services, its Board of Directors and its officers, agents and employees against any loss or liability, damage, cost and expense, including but not limited to reasonable attorney fees, for injury, death, loss or damage of whatever nature to any person, property or any other claim by the Merchant or, officers, employees, agents, customers, licensees, invitees, or any other person, firm or corporation resulting from use of and participation in the Cardinal Card Program.



www.plattsburghcas.com