

# Zash Bundle Campaign Terms and Conditions

## 1. Organiser

- 1.1. This campaign is organized by us - DNA Payments Limited.
- 1.2. Company No.11154668.
- 1.3. Registered office: 10 Lower Grosvenor Place, London, SW1W 0EN
- 1.4. DNA Payments Limited is an authorised payment institution regulated by the Financial Conduct Authority (with firm reference number 806630) and is authorised to provide acquiring services to merchants.

## 2. Campaign Description

- 2.1. As part of this exclusive promotional campaign, eligible UK merchants (for full eligibility criteria, please refer to the Eligibility Criteria below) will be offered a Zash account free of charge for the entire duration of their contract with DNA Payments Limited for the provision of acquiring services and azept® payment solutions.

### **Zash: Your All-in-One Point of Sale Solution**

- 2.2. Zash is a powerful, cloud-based Android Point of Sale (EPOS) solution that seamlessly integrates software and hardware into one platform. Designed to meet the needs of small and medium-sized businesses, Zash offers:

**Flexibility:** Use on Android devices or dedicated PAX payment terminals.

**Efficiency:** Manage sales, inventory, and reports from an intuitive app or web dashboard.

**Scalability:** Easily adapt to your business's growth with customizable features.

Learn more [here](#).

**Key Benefits:**

- 2.3. Free Zash Account: Merchants can enjoy the benefits of a Zash account at no cost for the full term of their agreement.
- 2.4. Tailored Pricing: Pricing for acquiring services and axept® solution will be customized to meet the specific needs of each merchant. Individual pricing agreements will be negotiated during the application process.

**About DNA Payments Limited and axept® services:**

- 2.5. DNA Payments is a UK-regulated payments institution providing innovative acquiring and payment solutions to businesses of all sizes.

Learn more about **DNA Payments Limited** and **axept® services** at [www.dnapayments.com](http://www.dnapayments.com).

**3. Eligibility Criteria**

- 3.1. Participation is open exclusively to small and medium-sized enterprise (SME) merchants who primarily operate in hospitality, retail and personal care sectors with an annual card turnover under £20 million
- 3.2. Merchants must be registered and operate within the United Kingdom.
- 3.3. Merchants must not engage in activities that are prohibited or restricted under UK financial regulations or that violate the DNA Payments internal risk policies.
- 3.4. Merchants must be actively trading and demonstrate a minimum of three months of operational activity prior to the campaign start date.
- 3.5. Merchants must use the payment services provided by DNA Payments Limited during the promotion period.

**Exclusions**

- 3.6. Partner referrals, enterprise merchants (card turnover exceeding £20million) and eCommerce companies without a physical point of sale are not eligible for this promotion.

#### 4. Underwriting Requirements

- 4.1. Before entering into a contract, DNA Payments will conduct underwriting and credit checks in line with applicable laws and regulations.
- 4.2. Merchants will be required to provide business and financial information as part of the assessment.

#### 5. Campaign Period

- 5.1. The campaign runs from 18<sup>th</sup> of December 2024 to 31<sup>st</sup> of May 2025. Applications received outside this period will not be accepted.

#### 6. How to Apply

- 6.1. Eligible businesses will be offered a Zash account free of charge for the contract duration during the sales and onboarding process with a DNA Payments sales team member. The sales team member will then begin the Zash onboarding and apply the campaign offer detailed below. Merchants can request the bundle themselves if they are not otherwise offered the bundle contacting DNA Payments via [support@dnapaymentsgroup.com](mailto:support@dnapaymentsgroup.com) and mentioning "Zash EPOS bundle offer" in the body of the email. The Zash free offering, as well as pricing for accompanying terminal and acquiring services, will be detailed in the accompanying fee schedule within the Merchant Service Agreement.
- 6.2. For assistance during the application process, contact us at [support@dnapaymentsgroup.com](mailto:support@dnapaymentsgroup.com) or call 0208 102 8100.

#### 7. Data Use

- 7.1. We will handle all personal information provided during the application process in compliance in line with UK General Data Protection Regulation and our [Privacy Policy](#).

#### 8. General Conditions

- 8.1. We reserve the right to modify, suspend, or terminate the promotion at any time, provided that such changes are communicated promptly through appropriate channels, including the DNA Payments website and direct notifications to participants, and that participants who have already entered into contracts as part of the promotion will not be adversely affected unless required by applicable laws or regulations.

- 8.2. Participation in the promotion is contingent upon entering into a valid contract with DNA Payments for acquiring services and axept® solutions.
- 8.3. All participants must comply with applicable UK laws, regulations, and our internal policies throughout the duration of the contract.
- 8.4. Merchants found in violation of these requirements may be disqualified from the promotion.
- 8.5. Merchant participation is subject to successful completion of underwriting and credit checks performed by us.
- 8.6. This promotion and the benefits associated with it are non-transferable and cannot be exchanged for cash or other services.
- 8.7. We reserve the right to disqualify any participant who provides false information, fails to meet the eligibility criteria, or breaches the terms of the contract.