



8200 Roberts Drive, Suite 150  
 Atlanta, GA 30350  
 800-675-6573 **Toll-Free**  
 888-214-9384 **Fax**

# Merchant Application

Sales Representative	Phone
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## 01. Business Information 1 of 3

Legal Business Name as it appears on your income tax return <b>Lexington Fayette Urban County Government</b>	Federal Tax ID as it appears on your income tax return <b>61-0858140</b>	<input type="checkbox"/> I certify that I am a foreign entity/non-resident alien. (If checked, please attach IRS Form W-8)
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**NOTE:** Failure to provide accurate information may result in a withholding of merchant funding per IRS regulations. (See Part III, Section A.4 of your Program Guide for further information.)

Billing Address <b>200 E. Main St</b>			Doing Business As (DBA) Name <b>Lexington Fayette Urban County Government</b>		
Billing City <b>Lexington</b>	Billing State <b>KY</b>	Billing Zip <b>40507</b>	Street Address (No P.O. Boxes) <b>200 E. Main St</b>		
Business Phone <b>(859)425-2255</b>	Fax Number		City <b>Lexington</b>	State <b>KY</b>	Zip <b>40507</b>
Mobile Phone	Customer Service Phone <b>(888)987-8111</b>		Website Address <b>www.lexingtonky.gov</b>		
Contact Person (If different than owner) <b>,</b>	No. of Locations <b>1</b>	Years in Business <b>2016-01-27</b>	E-mail Address		

## 02. Merchant Profile 03. Visa®, MasterCard® & Discover® Information

<input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> LLC <input type="checkbox"/> Non-Profit <input checked="" type="checkbox"/> Government Agency <input type="checkbox"/> Association/Estate/Trust <input type="checkbox"/> Political Committee			<b>Merchant Type</b> <input type="checkbox"/> Retail <input type="checkbox"/> Restaurant <input type="checkbox"/> Lodging <input type="checkbox"/> Service <input type="checkbox"/> Mail & Phone Order <input checked="" type="checkbox"/> eCommerce	Card Swiped	0.0	%
Goods or Services Sold <b>Business Tax</b>	MCC	State Incorporated		Manual Key w/Imprint Card Present w/Signature	0.0	%
Do you currently accept Visa, MasterCard or Discover? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	If Yes, Processor			Mail & Telephone Order	0.0	%
Has merchant or any principal filed for or been subject to bankruptcy? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	If Yes, Date			Internet & eCommerce	100	%

## 04. Average Ticket & Monthly Volume

Average MC/Visa/Discover Ticket Sale <b>500</b>	Average MC/Visa Monthly Volume <b>2500000</b>	Average Discover Monthly Volume	Highest Ticket Amount <b>100000</b>
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## 05. Additional Information

Refund Policy <input checked="" type="checkbox"/> All sales final <input type="checkbox"/> 30 days <input type="checkbox"/> Exchange only	% of Deposit Required	<b>Average Ticket &amp; Monthly Volume Note:</b> Each person certifies that the average ticket size and monthly volume indicated is accurate and agrees that any transaction or monthly volume that exceeds either of the amounts could result in delayed and/or withheld settlement of funds.				
Do you use any third party to store, transmit or process cardholder data? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	If Yes, Name	Premises <input type="checkbox"/> Retail Store <input type="checkbox"/> Office Building <input type="checkbox"/> Shopping Center <input type="checkbox"/> Residence <input type="checkbox"/> Commercial		If Other		
Do you use software for storing, transmitting or processing transactions? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	If Yes, Name	Previous Processor	Reason for Leaving	Termination Date		
Do you use any third party fulfillment? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	If Yes, Name	Percent of Orders Delivered In	7 Days	14 Days	30 Days	30 +

## 06. Owner 1 Ownership % 07. Owner 2 Ownership %

Name	Title			Name	Title		
Home Address (No P.O. Boxes)				Home Address (No P.O. Boxes)			
City	State	Zip		City	State	Zip	
Home Phone Number	Social Security Number			Home Phone Number	Social Security Number		
Drivers License Number	D.L. State	Date of Birth	Years at Residence	Drivers License Number	D.L. State	Date of Birth	Years at Residence

## 08. Service Fee Schedule

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Accept ALL Visa®, MasterCard® & Discover® Transactions (Presumed, unless any selections below are checked)

Discount Fees based on gross sales volume

### Visa Acceptance

- Accept Visa Credit transaction only  
 Accept Visa Non-PIN Debit transaction only

### MasterCard Acceptance

- Accept MasterCard Credit transaction only  
 Accept MasterCard Non-PIN Debit transaction only

### Discover Acceptance

- Accept Discover Credit transaction only  
 Accept Discover Non-PIN Debit transaction only

See Section 1.9 of the Program Guide for details regarding limited acceptance.

<input checked="" type="checkbox"/> <b>Pass Through I/C:</b> Includes Dues & Assessments	<input type="checkbox"/> PriceSimple* <input type="checkbox"/> SwipePlus** <input type="checkbox"/> SMAP*** <input type="checkbox"/> QuickSwipe	<b>Pass Through Rate</b>	0.450	%
<b>Visa, MasterCard &amp; Discover CREDIT Qualified Discount Rate</b>		%		%
CREDIT Mid-Qualified Rate	+ 0.000	%	DEBIT Mid-Qualified Rate	+ 0.000 %
CREDIT Non-Qualified Rate	+ 0.000	%	DEBIT Non-Qualified Rate	+ 0.000 %
Setup Fee	\$		Mid & Non Qual Surcharge	%
Gateway Setup Fee	\$		Annual Fee	\$
Monthly Statement Fee	\$ 10.00		<b>†Note: Please see Part III, Section A.3 of the Program Guide for early termination fees.</b>	
Monthly Minimum	\$ 20		<b>Pin-Based Debit Transactions</b>	<input type="checkbox"/> Pass Through Network & Switch Fees
Authorization Fee	\$ 0.30	per item	PIN Debit Transaction Fee	\$ per item
Mid & Non Qual Authorization Surcharge Fee	\$	per item	Visa Settlement Network Access & Usage Fee	\$ 0.0195 per item
Other Item Fee	\$	per item	MasterCard Settlement Network Access & Usage Fee	\$ 0.0195 per item
Non-Bankcard Authorization Fee	\$ 0.15	per item	Discover Settlement Network Access & Usage Fee	\$ 0.0075 per item
Voice AVS/Authorization Fee	\$ 0.60	per item	Pass ACQ ISA Fee?	<input checked="" type="checkbox"/>
Voice Response (IVR/VRU) Fee	\$ 0.60	per item	Pass Visa Misuse of Auth Fee	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Batch Header Fee	\$ 0.10	per item	Pass Visa Acquirer Processing Fee	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
AVS Surcharge	\$	per item	Pass Visa Zero Floor Limit Fee	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Chargeback Fee	\$ 15.00	per item	Pass Visa International Acquirer Fee	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Retrieval Fee	\$ 12.00	per item	Pass Visa Kilobyte Fee	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Return/NSF Fee	\$ 25.00		Pass Visa Transaction Integrity Fee	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
PCI Compliance Fee****	\$ 9.95		Pass Visa Fixed Acquirer Network Fee	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Regulatory Product Bundle Monthly Fee	\$ 5.95		Pass MasterCard License Volume Fee	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
MICROS Transaction Fee	\$	per item	Pass MasterCard Processing Integrity Fee	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
E-Merchant View Monthly Fee	\$		Pass MasterCard Kilobyte Fee	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Internet Gateway Monthly Fee	\$		Pass MasterCard Acquirer Support Fee	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Internet Gateway Transaction Fee	\$	per item	Pass MasterCard Cross Border Fee	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
ACH Discount Rate	0.450	%	Pass MasterCard CVC2 Fee	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
ACH Transaction Fee	\$ 0.30	per item	Pass Discover International Processing Fee	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Wireless Transaction Fee	\$		Pass Discover International Service Fee	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Wireless Monthly Access Fee	\$	per item	Pass Discover Data Usage Charge	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
PriceSimple Monthly Fee	\$		Pass Discover Network Authorization Fee	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
SwipePlus Monthly Fee	\$		TIN/TFN Invalid	\$ 15.00 monthly
QuickSwipe Monthly Fee	\$			

\*Non-swiped transactions are assessed at 2.79% + \$0.25. A charge of 0.25% will be added to Premium and Reward credit card transactions because of the higher cost of processing these cards through Visa, MasterCard and Discover. Fees for international transactions done through MasterCard, Visa and Discover will be added to the transaction amount. Charge-back and retrieval fees are still applied at the fee defined in your merchant processing agreement. PriceSimple pricing is for Visa, MasterCard and Discover transactions only and does not include American Express transactions. ACH transactions are not included in this pricing grid. \*\*Non-swiped transactions are assessed at 3.29% + \$0.35. A charge of 0.25% will be added to Premium and Reward credit card transactions because of the higher cost of processing these cards through Visa, MasterCard and Discover. Fees for international transactions done through MasterCard, Visa and Discover will be added to the transaction amount. Charge-back and retrieval fees are still applied at the fee defined in your merchant processing agreement. SwipePlus pricing is for Visa, MasterCard and Discover transactions only and does not include American Express transactions. ACH transactions are not included in this pricing. \*\*\*Processed funds will initially be held for 30 days. On day 31, you will receive next-day funding of processed transactions. A charge of 0.25% will be added to Premium and Reward credit card transactions because of the higher cost of processing these cards through Visa and MasterCard. Fees for international transactions done through MasterCard and Visa will be added to the transaction amount. Charge-back and retrieval fees are still applied at the fee that will be defined in your merchant processing agreement. SMAP pricing is for bank card only. ACH transactions are not included in this pricing grid. \*\*\*\*Merchants will be charged \$49.95 until they have completed their PCI compliance requirement. The monthly PCI Compliance Fee will be lowered to the amount indicated above in Service Fee Schedule section of your merchant agreement. If merchant completes their PCI Requirements through a Third Party Qualified Security Assessor (QSA) then the PCI Compliance fee will be waived. For further information please visit [www.bluefin.com/pci-compliance/faq](http://www.bluefin.com/pci-compliance/faq).

## 09. American Express® Acceptance

Enter Existing MID Numbers on Deployment Form

Do you wish to apply for an American Express merchant account?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Existing American Express Merchant Account	
American Express Discount Rate**	%	American Express Flat Per Transaction Fee	\$
American Express Prepaid Discount Rate	%	American Express Flat Per Transaction Fee	\$
American Express Monthly Fee* <input type="checkbox"/>	\$ 7.95	American Express ESA/Pass Through*	<input type="checkbox"/>

\*American Express Monthly Flat Fee or Discount Rate may apply. If you wish to accept American Express please call 1-855-TAKE-AXP or 855-825-3297 to obtain your Service Establishment #

## 10. Bank Information

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Name on Checking Account LFUCG Revenue Collection	Bank Name	Bank Address N/A		
Account Number 191020272	ABA/Transit Number 083000137	City	State	Zip

## 11. Sales Representative Information

I hereby certify that I have inspected the business premises as described herein. I further represent and warrant that the information set forth in this Application is true, complete and not misleading in any way and that inventory/services are consistent in type, quantity and quality with this Application. I have confirmed the identity of the individual signing this document. The Merchant appears to be conducting business as represented and I am not in possession of any knowledge to the contrary.

Sales Representative Signature	Sales Representative Name	Date
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## 12. Acknowledgement & Agreement

Client certifies that all information set forth in this completed Merchant Processing Application is true and correct and that Client has received a copy of the Program Guide (Version CP1611(i)a) and Confirmation Page, which is part of this Merchant Processing Application, and by this reference incorporated herein. Client acknowledges and agrees that we, our Affiliates and our third party subcontractors and/or agents may use automatic telephone dialing systems to contact Client at the telephone number(s) Client has provided in this Merchant Processing Application and/or may leave a detailed voice message in the event that Client is unable to be reached, even if the number provided is a cellular or wireless number or if Client has previously registered on a Do Not Call list or requested not to be contacted Client for solicitation purposes. Client hereby consents to receiving commercial electronic mail messages from us, our Affiliates and our third party subcontractors and/or agents from time to time. Client further agrees that Client will not accept more than 20% of its card transactions via mail, telephone or Internet order. However, if your Application is approved based upon contrary information stated in Section 3, Visa, Mastercard and Discover Information section above, you are authorized to accept transactions in accordance with the percentages indicated in that section.

By signing below, each of the undersigned authorizes us, our Affiliates and our third party subcontractors and/or agents to verify the information contained in this Application and to request and obtain from any consumer reporting agency and other sources, including bank references, personal and business consumer reports and other information and to disclose such information amongst each other for any purpose permitted by law. If the Application is approved, each of the undersigned also authorizes us, our Affiliates and our third party subcontractors and/or agents to obtain subsequent consumer reports and other information from other sources, including bank references, in connection with the review, maintenance, updating, renewal or extension of the Agreement or for any other purpose permitted by law and disclose such information amongst each other. Each of the undersigned furthermore agrees that all references, including banks and consumer reporting agencies, may release any and all personal and business credit financial information to us, our Affiliates and our third party subcontractors and/or agents. Each of the undersigned authorizes us, our Affiliates and our third party subcontractors and/or agents to provide amongst each other the information contained in this Merchant Processing Application and Agreement and any information received subsequent thereto from all references, including banks and consumer reporting agencies for any purpose permitted by law. It is our policy to obtain certain information in order to verify your identity while processing your account application.

As part of our approval, processing services, continuing fraud prevention and account review processes, the undersigned consents to the use of information gathered online or that you submit to us, and/or automated electronic computer security screening, by us or our third party vendors.

By signing below, I represent that I have read and am authorized to sign and submit this application for the above entity, which agrees to be bound by the American Express® Card Acceptance Agreement ("Agreement"), and that all information provided herein is true, complete, and accurate. I authorize Bluefin Payment Systems ("Bluefin") and American Express Travel Related Services Company, Inc. ("American Express") and American Express's agents and Affiliates to verify the information in this application and receive and exchange information about me personally, including by requesting reports from consumer reporting agencies from time to time, and disclose such information to their agent, subcontractors, Affiliates and other parties for any purpose permitted by law. I authorize and direct Bluefin and American Express and American Express's agents and Affiliates to inform me directly, or inform the entity above, about the contents of reports about me that they have requested from consumer reporting agencies. Such information will include the name and address of the agency furnishing the report. I also authorize American Express to use the reports on me from consumer reporting agencies for marketing and administrative purposes. I am able to read and understand the English language. Please read the American Express Privacy Statement at <http://www.americanexpress.com/privacy> to learn more about how American Express protects your privacy and how American Express uses your information. I understand that I may opt out of marketing communications by visiting this website or contacting American Express at 1-(800)-528-5200. I understand that upon American Express's approval of the application, the entity will be provided with the Agreement and materials welcoming it to American Express's Card acceptance program.

\*\*0.30% downgrade will be charged by American Express for transactions whenever a CNP or Card Not Present Charge occurs including Prepaid Cards. CNP means a Charge for which the Card is not presented at the point of purchase (e.g., Charges by mail, telephone, fax or the Internet). NOTE: The CNP Fee is applicable to transactions made on all American Express Cards, including Prepaid Cards for Retail, Restaurant, and Travel Agencies/Tour Operators key-entered programs. (Note: This fee applies to both OnePoint and ESA.)

An Inbound fee of .40% will be applied to any charge made using a card, including Prepaid Cards, issued by an issuer located outside of the United States (the United States does not include Puerto Rico, the U.S. Virgin Islands and other U.S. territories and possessions) except MCC 7032, 8211, 8351, and 8220 card transactions. (Note: This fee applies to both OnePoint and ESA.)

Client authorizes Bluefin and Bank and their affiliates to debit Client's designated bank account via Automated Clearing House (ACH) for costs associated with equipment hardware, software and shipping. You further acknowledge and agree that you will not use your merchant account and/or the Services for illegal transactions, for example, those prohibited by the Unlawful Internet Gambling Enforcement Act, 31U.S.C. Section 5361 et seq, as may be amended from time to time, or processing and acceptance of transactions in certain jurisdictions pursuant to 31 CFR Part 500 et seq. and other laws enforced by the Office of Foreign Assets Control (OFAC).

**Client certifies, under penalties of perjury, that the federal taxpayer identification number and corresponding filing name provided herein are correct. Client agrees to all the terms of this Merchant Processing Application and Agreement. This Merchant Processing Application and Agreement shall not take effect until Client has been approved and this Agreement has been accepted by Bluefin and Bank.**

Signature No.1	Title	Date
Signature No.2	Title	Date

## 13. Personal Guaranty

**Personal Guarantee:** In exchange for Bluefin Payment Systems, Wells Fargo Bank, N.A., and American Express (the Guaranteed Parties) acceptance of, as applicable, the Agreement, and/or the American Express Card Acceptance Agreement, the undersigned unconditionally and irrevocably guarantees the full payment and performance of Client's obligations under the foregoing agreements, as applicable, as they now exist or as modified from time to time, whether before or after termination or expiration of such agreements and whether or not the undersigned has received notice of any amendment of such agreements. The undersigned waives notice of default by Client and agrees to indemnify the Guaranteed Parties for any and all amounts due from Client under the foregoing agreements. The Guaranteed Parties shall not be required to first proceed against Client to enforce any remedy before proceeding against the undersigned. This is a continuing personal guaranty and shall not be discharged or affected for any reason. The undersigned understands that this is a Personal Guaranty of payment and not of collection and that the Guaranteed Parties are relying upon this Personal Guaranty in entering into the foregoing agreements, as applicable.

Signature No.1	Printed Name	Date
Signature No.2	Printed Name	Date
<b>Bluefin Payment Systems</b> Northridge Plaza 8200 Roberts Drive, Suite 150, Atlanta, GA 30350	<b>Wells Fargo Bank, N.A.</b> 1200 Montego Way Walnut Creek, CA 94598	
Approved/Accepted By:	Date	Approved/Accepted By: Date