Below are a few guidelines to keep in mind when creating your Paribus post/blog:

* **Remove all reference to credit card price protection**
	+ Paribus no longer offers this service – but stay tuned for exciting new product features!
* **Remove all references to the 25% success fee.**
	+ As of 8/25 Paribus is 100% free.  Paribus users will now get more money back in their pockets, with the removal of the 25% success fee on price drop refunds.
	+ What’s The Catch?  There is no catch - we’re offering the same great service, only now Paribus users get to keep all of their savings – no hidden fees, nothing your mother would frown at.
	+ Why?  Now that Paribus is part of Capital One, we are able to provide the same great service without the nominal success fee. This change builds on Capital One’s commitment to providing innovative, straightforward solutions without any catches – even to those who don’t have a Capital One credit card. The removal of the success fee is the latest example of how Paribus and Capital One are constantly developing unique solutions that simplify life for people.
* **Articles referencing Paribus should always include a date**
* **Remove all language that suggests there is an affiliation or partnership with Retailers**
	+ Paribus does not *support, partner or cover* retailers and instead acts as an independent, online price monitoring service.
	+ Please replace any of the above with “Paribus *monitors* online [stores/retailers/merchants].”
* **Based on new FTC rulings + increased scrutiny all paid relationships must be clearly and conspicuously disclosed**
	+ We recommend the following language but are open to alternate proposals that meet the requirements: “Paribus compensates us when you sign up for Paribus using the links we provided above.”
* **The list of retailers Paribus monitors should be kept up to date & accurately reflected**
	+ For an up to date list, please visit Paribus.co.
	+ Please remove all references to Amazon price monitoring.  While we continue to monitor for Amazon late deliveries, they no longer have a retailer price adjustment policy.
* **Avoid referring to “automatic refunds”**
	+ Find out if stores owe you a refund – automatically!
	+ Paribus finds you money at eligible retailers, automatically!
	+ “Effortless” is also an acceptable description of the refund process and substitution for the word “automatic.”
	+ Due to changing retailer policies, not all refunds are issued automatically.  In some cases, retailers may require additional steps by the consumer (filling out a form, a phone call, etc.)
	+ The following are approved use cases of the word automatically, where they are not qualifying a refund but rather the price monitoring service which is automatic:
* **Make clear service is for purchases at “online, eligible       retailers/stores”**
	+ The service does not work with in-store purchases.
* **Avoid disparaging retailers.**
	+ Do not imply that retailers are overcharging customers, cannot be trusted etc.
	+ The service is designed to help customers take advantage of money-saving policies these stores have chosen to offer.