

Shop Small Business FAQs

What is Shop Small?

Shop Small is a nationwide campaign dedicated to supporting the thousands of small businesses in the UK, who are the backbone of our community and economy. Created by American Express in 2012, Shop Small helps to promote small businesses that welcome American Express® Cards via a national advertising campaign and a Cardmember Offer, where we incentivise our Cardmembers to Shop Small at participating small businesses.

What is Small Business Saturday?

American Express is the principal supporter of Small Business Saturday which highlights small business success and encourages consumers to shop locally and support their community. The day itself takes place on the first Saturday in December each year, but the campaign aims to have a lasting impact on small businesses.

This year Small Business Saturday kicks off on 4 December 2021 which coincides with the start of Shop Small which runs from 4 – 15 December 2021.

What is the Shop Small Cardmember Offer and when does it run?

When an eligible American Express Cardmember saves the Offer to their Card and spends £15 or more in a single in-store transaction between 4 to 15 December 2021, they will receive a £5 statement credit, once per participating small business, up to 5 times.

The statement credit is completely funded by American Express, at no cost to participating small businesses.

The Offer is redeemable at any of the participating Shop Small locations, once per each location. This means that Cardmembers can be rewarded up to £25 back for Shopping Small between 4 to 15 December 2021.

Do I need to register to participate in Shop Small?

Good news. If you are an American Express accepting business and have been contacted about Shop Small, you have automatically been enrolled into the campaign*. This means that your business will be displayed on the Shop Small map and Cardmembers can find your business location, so they know exactly where they can redeem their Offer when they spend £15 or more in your store once (at no cost to you) between 4 to 15 December 2021.

*If your business accepts American Express payments solely through the third-party processor SumUp you will have been contacted directly by SumUp regarding participation on 23 October 2021.

If you have any questions about your participation in Shop Small, please call SumUp on **020 3510 0160** or email support@sumup.co.uk.

*If your business accepts American Express solely through the third-party processor Zettle you will have been contacted directly by Zettle regarding participation on 10 November 2021. If you have any questions about your participation in Shop Small, please call Zettle on **020 3984 8464** (weekdays from 9-5pm) or email support.uk@zettle.com

*If your business accepts American Express solely through the third-party processor Square you will have been contacted directly by Square regarding participation. If you have any questions about your participation in Shop Small, please call Square on **0800 098 8008** (weekdays from 9-5pm) or click [here](#).

Does it cost my business to be part of Shop Small?

No, there are no additional costs for eligible small businesses to participate in Shop Small. American Express invests in the marketing of the campaign, promotion, funding, and fulfilment of the Offer to Cardmembers.

What is a qualifying American Express Card accepting small business?

Subject to American Express checks and approval, small businesses who are eligible to take part in shop Small are defined as:

- The small business must welcome American Express Cards and have recently taken an American Express transaction.
- The small business must be in the United Kingdom (UK), which consists of England, Scotland, Wales and Northern Ireland and includes islands such as the Isle of Wight, Anglesey, the Isles of Scilly, the Hebrides and the island groups of Orkney and Shetland and the self-governing dependent territories of the Isle of Man and the Channel Islands.
- A traditional "street-side" business that deals with its customers face to face in premises that the business owns or rents. This means that the small business must have at least one physical business location – up to a maximum of 30 locations – within the UK.
- The small business must not be a government agency, public administration organisation, charity, non-profit, trade association, shopping property management company, direct seller, or political organisation or operating in industries that are deemed ineligible for Shop Small.
- Small businesses that are part of a franchise brand are evaluated on a case-by-case basis.
- Eligible businesses who process American Express payment solely through a third-party processor and/or an affiliate programme (SumUp* Zettle** Square***) in-store are included.
- Small businesses that have an online or mail order business are excluded.

*Only SumUp businesses who did not opt-out by 27 October 2021 are included.

** Only Zettle businesses who opted in by 15 November 2021 are included.

*** Only Square business who opted in are included.

If you would like to discuss your business' eligibility and you process American Express Card payments through an aggregator, please contact them directly.

American Express reserves the right, at its sole discretion, to immediately disqualify, without notice, any merchant suspected of fraud, gaming the Offer or any other breach of the Offer Terms. If you would like to discuss your business' eligibility, please call us on **0800 032 7216**.

Small businesses who meet the qualifying criteria will automatically become a Shop Small Merchant, featuring on the Shop Small Map and will benefit from the Shop Small American Express Cardmember Offer.

What is the American Express Shop Small map?

The Shop Small map displays the physical business address of small businesses participating in the Shop Small campaign and Cardmember Offer. The map has been created to help our Cardmembers easily find where to redeem their Cardmembers Offer (funded by American Express).

During this unprecedented time, please note that the hours and/or services on the Shop Small map may differ right now. Please call **0800 032 7216** to request a change where changes can take up to 72 hours to reflect on the map.

If you are a SumUp business, please call **020 3510 0160** or email support@sumup.co.uk to request changes to your details.

If you are a Zettle business, please call **020 3984 8464** (weekdays from 9-5pm) or email support.uk@zettle.com to request changes to your details.

If you are a Square business, please call on **0800 098 8008** (weekdays from 9-5pm) or click [here](#) to request changes to your details.

For more details, please refer to the "**What is the Cardmember Offer?**" in the FAQs.

My business isn't appearing on the Shop Small Map. Why not?

For your business to be displayed on the Shop Small map for American Express Cardmembers to see, you must be a qualifying small business that has accepted an American Express transaction recently. If you are a qualifying small business and have processed a recent transaction but still aren't appearing on the Shop Small map, please call **0800 032 7216**.

If you are a SumUp business please call **020 3510 0160** or email support@sumup.co.uk to request changes to your details.

If you are a Zettle business please call **020 3984 8464** (weekdays from 9-5pm) or email support.uk@zettle.com to request changes to your details.

If you are a Square business please call on **0800 098 8008** (weekdays from 9-5pm) or click [here](#) to request changes to your details.

Please note any changes made to your details can take up to 72 hours to reflect on the map.

My business is listed incorrectly on the Map. How can I update it?

In most instances the address on the map will reflect the details we have on file for your business. If this is showing incorrectly on the map, this could be due to several reasons. For example, we hold your registered address on file which is different to your trading location, or your business has moved premises and we have an old address on file. You can update your address and location on the map by clicking in the '**Suggest an edit**' for this business. This can be found at the bottom of the merchant details window. You will be asked to login, please use your merchant login details once you have logged in you will be prompted with two options:

1. Incorrect business information
2. Business is closed permanently

Select the option that best reflects what you are trying to do, enter the new information and click submit. Upon submission you will receive a message that tells us that we have received the suggested edit successfully. If you receive an error message you will need to try again to ensure we receive the information. You can also call us to make changes or to be removed from the map **0800 032 7216**. Please note that any changes made through the website may take up to a **maximum of 21 business days** to reflect on the map. **Changes made via phone take up to 72 hours to reflect on the map.** Smaller changes to your address location on the Shop Small map (i.e. left vs right-hand side of the road) may not always be possible as some map data is not controlled by American Express.

I made changes to my business details. When will these be reflected on the Map?

Any changes you have made to your business location on the map may not be reflected on the map straight away (changes requested via the website can take up to a maximum of 21 business days, while changes made via phone take up to 72 hours to reflect on the map). Please note that smaller changes to your address location on the Shop Small map (i.e. left vs right-hand side of the road) may not always be possible as some map data is not controlled by American Express.

If you are a SumUp business, please call **020 3510 0160** or email support@sumup.co.uk to request changes to your details.

If you are a Zettle business, please call **020 3984 8464** (weekdays from 9-5pm) or email support.uk@zettle.com to request changes to your details.

If you are a Square business, please call on **0800 098 8008** (weekdays from 9-5pm) or click [here](#) to request changes to your details.

How do I remove my business from the Shop Small Map and the Shop Small campaign?

Between 4 to 15 December 2021, our Cardmembers will be looking to spend at small businesses participating in Shop Small to redeem their Cardmember Offer – which American Express is funding. As a small business, it costs nothing to participate in Shop Small and the campaign is a great way to promote your business and get more exposure. If you still wish to remove your business location(s) from the Shop Small map, call us on **0800 032 7216**. For more information refer to “**What is the Cardmember Offer**” in the FAQs.

If you are a SumUp business please call **020 3510 0160** or email support@sumup.co.uk to request changes to your details.

If you are a Zettle business please call **020 3984 8464** (weekdays from 9-5pm) or email support.uk@zettle.com to request changes to your details.

If you are a Square business please call on **0800 098 8008** (weekdays from 9-5pm) or click [here](#) to request changes to your details.

Do I have to provide American Express Cardmembers with an Offer as well?

No, not at all. Simply place our Shop Small sticker in your window to let Cardmembers know you accept American Express Cards and are participating in Shop Small. Should you wish to make the most of Shop Small and help turn new customers into loyal customers, you could offer a bespoke Offer anytime during the Shop Small Offer period (4 to 15 December 2021). In the past we have seen businesses offer free gift wrapping, a sweet treat, and more to tempt people in.

What is the Shop Small Business Competition?

To celebrate small businesses further we would like to offer 2 lucky Shop Small participating businesses a chance to receive a hamper worth £500, filled with goodies from other participating Shop Small businesses. To enter all you need to do is take a photo of the Shop Small signage clearly displayed in your store and post the photo to your Instagram with #ShopSmallUK underneath your photo and @AmericanExpressUK tagged in the photo.

The competition is live from 27 November to 15 December 2021 inclusive. Full details, terms and conditions can be found [here](#).

I have a problem accepting American Express transactions on my point of sale terminal. Who do I contact for help?

We're here to help you. Please call us on **0800 032 7216**. We are available Monday to Friday, 8am to 5pm. Please note call volumes will be higher than usual during Offer period, alternatively you can speak to a member of our team on Live Chat [here](#).

My business does not currently accept American Express Cards. Who can I contact about becoming an American Express merchant and being part of Shop Small?

It's great to hear you want to do this. By accepting American Express, you could find yourself welcoming new customers and continuing to provide great service by allowing your existing customers to pay with their card of choice.

A new business that meets the Shop Small eligibility criteria may be able to be included in Shop Small if they sign up to accept American Express no later than **22 November 2021**. The new businesses terminal must be set up to accept American Express Cards no later than **2 December 2021**.

You can find out more about accepting American Express [here](#) or by calling us on 0800 33 99 11 Monday to Friday 8:00am to 18:00pm.

I have a question that isn't addressed by the FAQs here. Where can I go for help?

If the FAQs on this page do not answer your specific question, call us on 0800 032 7216 or by using our Live Chat from Monday to Friday 8:00am to 17:00pm.

(Please note to use the Live Chat you need to be logged in to Merchant Interactive).