

# OptBlue® Program Reminders

## For Sales Channels

As a sales channel to OptBlue you may benefit from a refresher on the Program Merchant Eligibility and updates to the program related to the elimination of annual CV thresholds for certain industries.



## OptBlue Program Merchant Eligibility

### Eligible

Small Businesses who are estimated to process under \$1MM in annual American Express Charge Volume<sup>1</sup>

Located in US only and transacts in USD<sup>2</sup>

Select categories that have been approved for acquisition greater \$1MM. See chart below.

### Ineligible

Prohibited industry list of OptBlue (refer to Appendix J of OptBlue Program Operating Regulations - PSE Edition)<sup>1</sup>

Merchant Exclusion list (refer to Appendix K of OptBlue Program Operating Regulations - PSE Edition)<sup>1</sup>

<sup>1</sup> Accessible via enrollment in Amex360 - check with your OptBlue Participant for more information.

<sup>2</sup> Includes all US Territories including Puerto Rico and the US Virgin Islands

### Industry Category

Charity	Insurance
Education	Residential Rent
Government	Utilities
B2C Healthcare	Online Gambling*

**NOTE:** the \$1,000,000 ECV requirement still applies to other industry categories (B2B/Wholesale, Emerging Markets, Other, Restaurant, Retail, Services & Professional Services, and Travel & Entertainment). Please refer to Appendix A of the OptBlue Program Operating Regulations - PSE Edition for additional information.

\*Only approved and certified OptBlue Participants are permitted to acquire in certain Online Gambling segments. Please contact your OptBlue Participant for more information.

American Express permits OptBlue Participants and their sales entities to enable Merchants in the industry categories to the left, with Estimated Charge Volume (ECV) greater than \$1MM.

Not all Merchant Category Codes that align with a given industry category referenced to the left may be eligible. Please reach out to your OptBlue Participant for clarification.

This higher ECV threshold only applies to eligible Merchants in the United States Region and excludes those in Puerto Rico and the U.S. Virgin Islands.

**DON'T** *do business* **WITHOUT IT™**