

Merchant guide to advertising.

Pay in 30 days and Pay in 3
instalments

This guide is only for Klarna merchants. It covers how merchants should advertise Klarna's non-regulated finance options to consumers. Extra rules apply when merchants advertise Klarna's regulated finance options.

The Advertising Standards Authority (ASA) is the UK's independent regulator of advertising, and it makes sure that everyone follows the advertising codes. These codes are the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing and the UK Code of Broadcast Advertising. They're written by the Committee of Advertising Practice (CAP).

Please note this document is just a guide, and is based on our own understanding of ASA's rules.



Klarna.

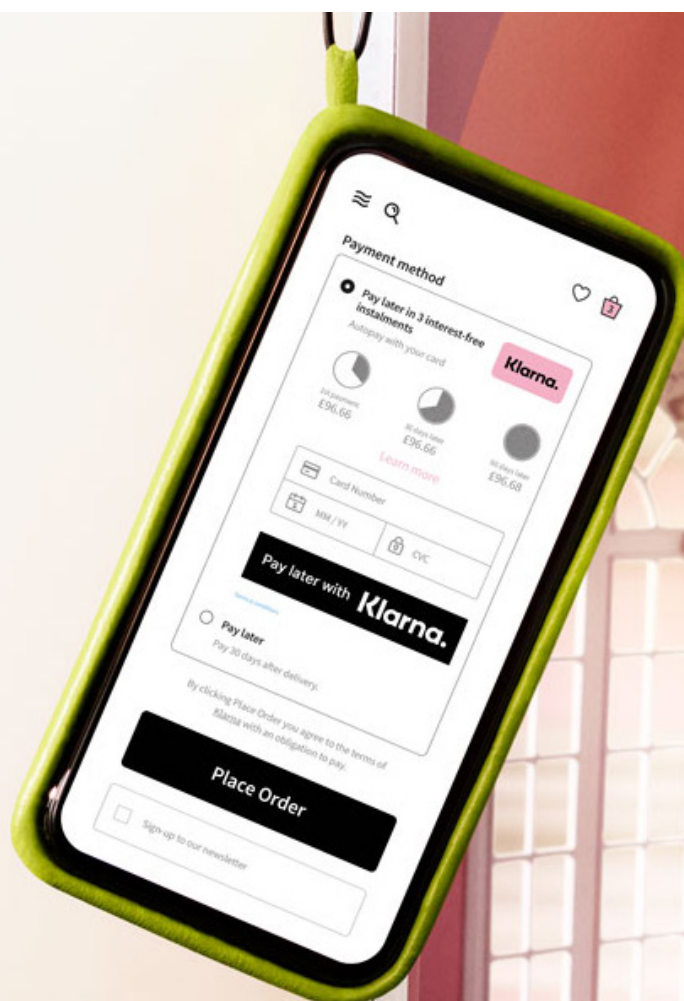
Klarna payment options.

Klarna offers three different payment options in the UK. Pay in 30 days and Pay in 3 instalments are unregulated credit products. Klarna also offers Financing, which is a regulated credit product. This guide will help you understand the advertising rules of Klarna's unregulated credit products in your marketing channels:

Pay in 30 days allows a consumer to get up to 30 days to pay after purchase. This product is completely interest free and there are no late fees applied.

Pay in 3 instalments allows a consumer to spread the cost over 3 equal monthly instalments for their product. This product is completely interest free and there are no late fees applied.

These two products aren't regulated by the Financial Conduct Authority. However there are some important things to consider when mentioning these products in your advertising – including Advertising Standards rules.



Let's tell your shoppers about Klarna.

We love it when our merchants talk about Klarna in their marketing. But we want to make sure your messaging is accurate.

Of course, being clear, fair and not misleading towards your consumers is important. Many merchants have shared with us what works for them and combined with our expertise, we've come up with some best practices.

Remember!

All advertisements must be decent, clear, and not misleading to consumers.

All advertisements of financial products should be presented in a way that can be easily understood and must not take advantage of consumers' inexperience.

What channels work.

- **Your website**
- **Social media**
(Facebook, Instagram, TikTok etc...)
- **Banner adverts**
- **Mobile marketing**
- **Emails**
- **Published advertising**
- **Radio & TV**
- **Point of sale advertising in-store**
(where this applies)



The Do's and Don'ts on messaging.

Do.

Keep it simple.

Don't lose a customer because the payment instructions were too complicated, but do make it clear what you are offering.

Stand out for the right reason.

Highlight the payment option you offer, but be sure to be clear, fair and not misleading.

Be sensitive to the situation.

Consider what's going on with your customers and in the wider market as a whole. Use this knowledge to decide how you promote and market Klarna in all your channels. One message does not fit all circumstances.

Upstream too.

Be sure to include Klarna throughout your site – before the shopper even gets to the checkout. Doing this will help to make it clear that Klarna is the lender. Use our on-site messaging tool to create your landing page so Klarna can keep the FAQs updated. Please also remember to use the Klarna message on page 6.

Make sure your ads are socially responsible to consumers and society.

The ASA considers the following when looking at an ad:

- Too much emphasis on speed and ease of access
- The targeting of vulnerable groups
- Whether the advertisement seems to make taking out a loan seem unimportant – or appropriate for unimportant purchases
- "Interest free" claims shouldn't encourage consumers to take out more credit if they're already struggling to pay off debt
- Avoid giving the impression that the product will help solve wider financial difficulties or concerns
- Advertising should be decent and should not cause serious or widespread offence. Take care to avoid causing offence on the grounds of race, religion, gender, sexual orientation, disability and age

Essentials when advertising Klarna:

1. Include the following risk warning.

Please spend responsibly. Borrowing more than you can afford could seriously affect your financial status. Make sure you can afford to make your monthly repayments on time.

Risk warnings should not be less prominent than the potential benefits of the product/service.

2. Include a disclosure.

See page 6 for details.

The Do's and Don'ts on messaging.

Don't.

Don't use icons only. Guide your customers through simple numbered steps instead, so they know exactly what to do next.

Don't overcomplicate it. Prioritise clarity. Your customers will appreciate it on their way to the checkout. Make sure all descriptions of the products are clear and not misleading.

Don't encourage debt. Do not encourage shoppers to spend more than they can afford. Using phrases such as 'strapped for cash?', 'don't wait until payday' or 'broke AF' are unacceptable and irresponsible. You have a responsibility to make sure your customers stay financially healthy and that your advertising is socially responsible. Don't target low-income earners, students, or anyone who might be in vulnerable circumstances.

Don't misrepresent the product you offer. Klarna is not available to everyone. Make this clear in your adverts. Make sure you always add 18+ and don't include Klarna in adverts which focus on an underage market. If there is a maximum credit limit or minimum spend remember to make these clear too.



Making it clear.

It's important that customers are not confused about the payment method you offer. The easiest way to do this is with a simple message on the advert.

Add a message to your adverts explaining what Klarna is.

We'd recommend adding the following message when advertising these unregulated Klarna products.

A message like this is great for your website, emails, print ads and any channel.

[Merchant's legal entity name] is not a lender and acts only as an introducer. The credit product is provided by Klarna Bank AB (publ). Credit is only available to permanent UK residents aged 18 and over, depending on their status. Terms and conditions apply. Please note that Pay in 30 days and Pay in 3 instalments are not regulated by the FCA.

This makes it very clear who Klarna is and who can apply for Klarna products. However we know it's not always possible on social media to include such a long message. Where space is an issue, e.g.

You should then link through to your Klarna landing page with the Klarna terms and conditions available for review.

The full terms and conditions for the relevant Klarna product should ideally be no more than one click away.

Please spend responsibly. 18+, T&Cs apply.
Tap the link in the bio for more info.

Please spend responsibly. 18+, T&Cs apply.
See our website for more details.

How do we display the small print.

Any small print must be clear and concise and presented in a way that captures a reader's attention and balances out any potentially misleading claims. It must be easy to read and hear.

Take into account the size, positioning and content of the rest of the ad. Also think about where the advert is and how prominent the main claim is. You may want to link the small print to the claim by using an asterisk.

You can use small print to clarify a claim, but it mustn't contradict the advert's main claim.

If a marketing communication is short and the terms can't be given in full, then:

- As many of the conditions as possible need to be included
- You must explain the offer to consumers before they sign a contract

Remember! Each communication (e.g. a tweet or an Instagram post) needs to follow the rules, including being fair, balanced and not misleading.

Examples.

The Klarna landing page.

Build a dedicated landing page. This will help teach your shoppers about Klarna and the different payment options at the checkout.

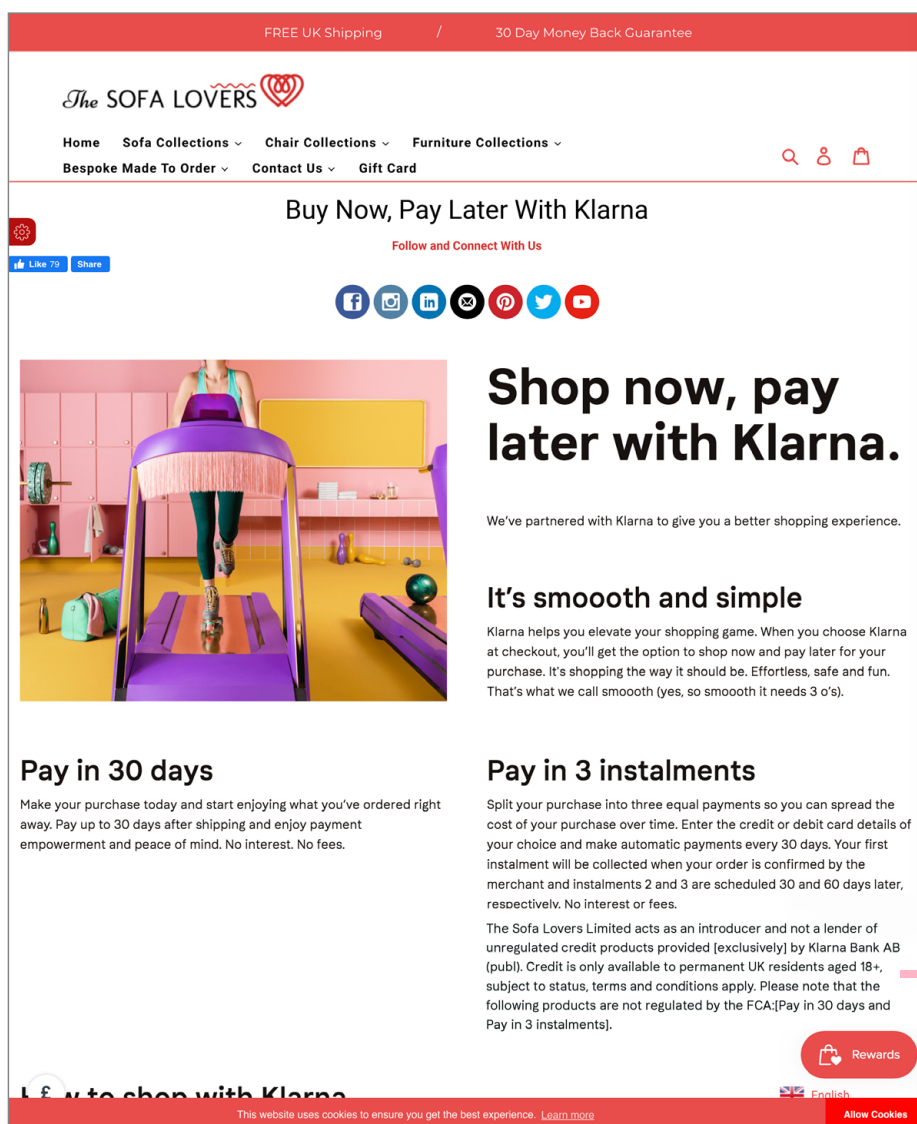
You can help increase trust and conversion rates by addressing consumer questions or concerns.

The landing page is important to create – and keep up-to-date. It will be the main page to link customers to through your other marketing channels.

The best bit, we've done the hard work and created a landing page for you. Simply add 2 lines of code to your website to use it. We'll update the FAQs or product information automatically so you don't have to worry about this moving forward.

Your landing page should also include a link to klarna.com/uk so shoppers can find in-depth information about how Klarna works and Klarna's contact details. Find out how to add the code [here](#).

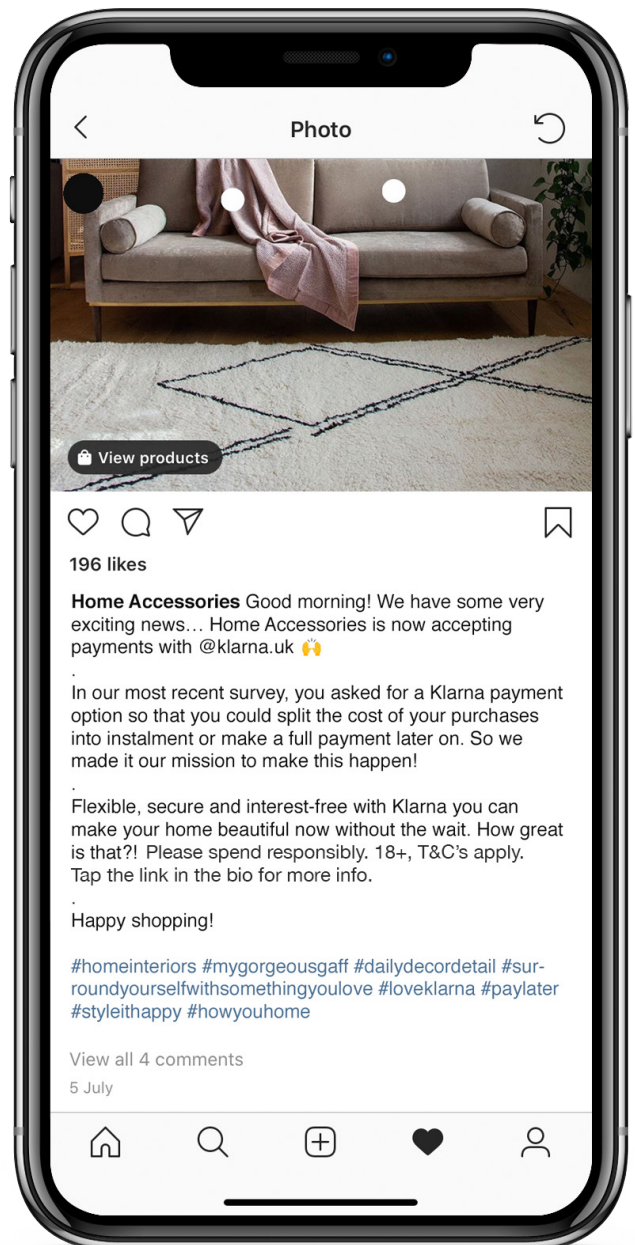
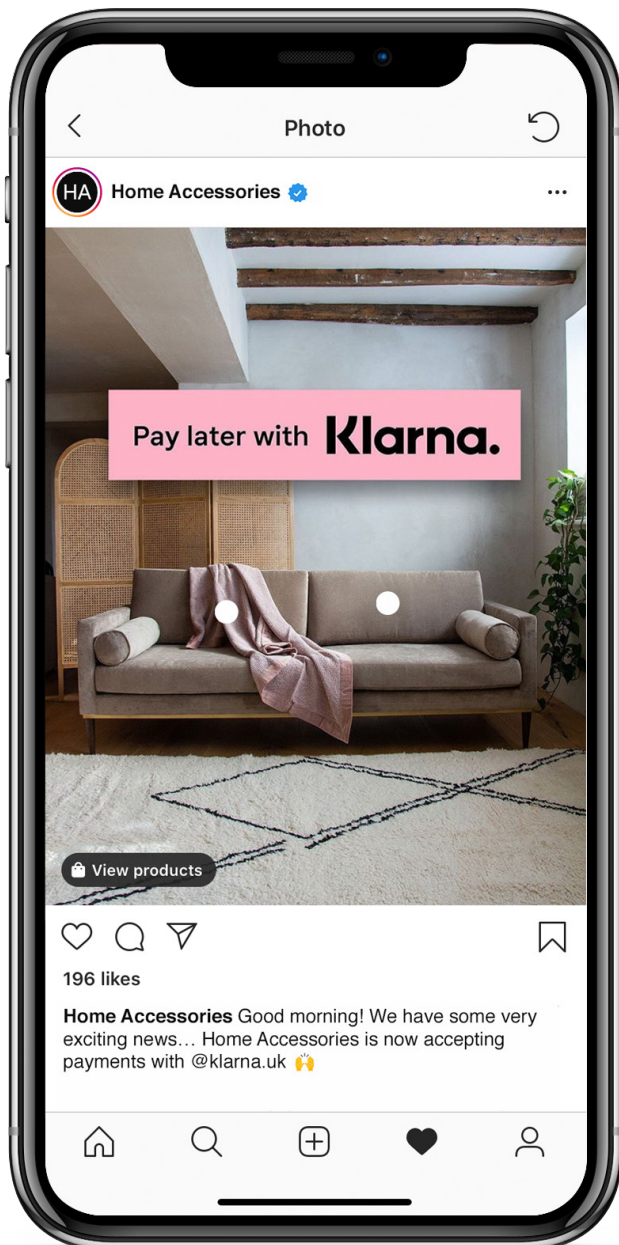
If you want to design your own landing page, check out our marketing tool kit [here](#).



Include the message on your website and in your larger adverts.

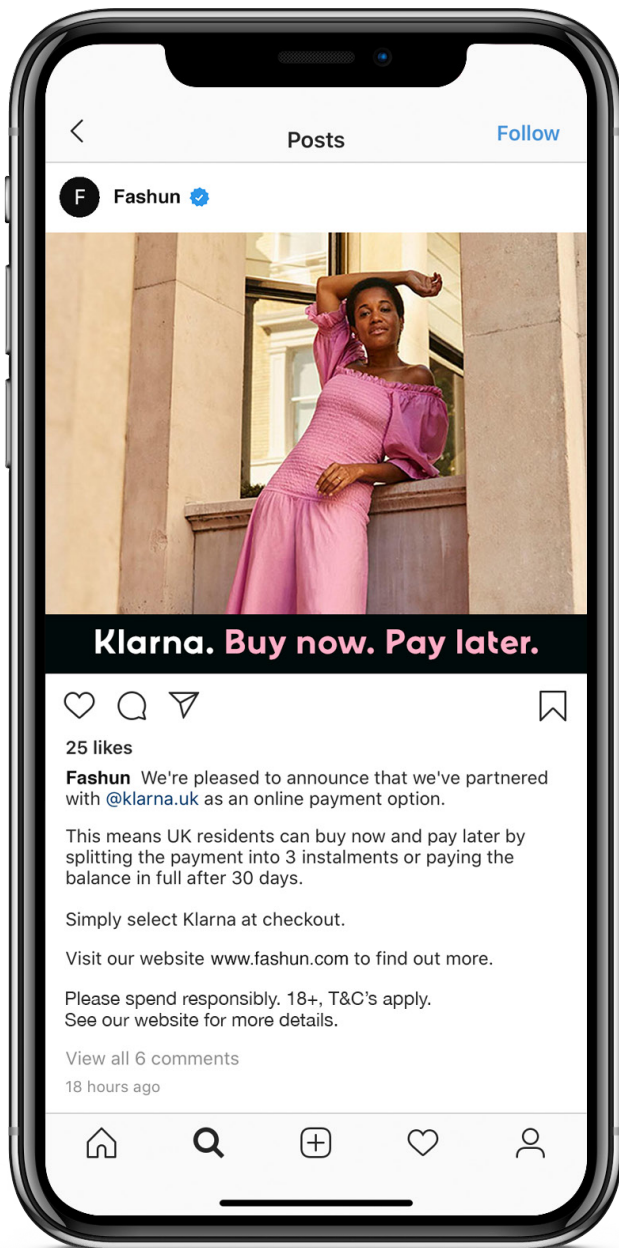
Examples.

Klarna partnership announcement on social media.



Examples.

Klarna partnership announcement on social media.



Examples.

Advert with message and risk warning.

Furniture Store

Pay in 3 instalments with Klarna.

Furniture

[Merchant's legal entity name] acts as an introducer and not a lender of unregulated credit products provided [exclusively] by Klarna Bank AB (publ). Credit is only available to permanent UK residents aged 18+, subject to status, terms and conditions apply. Please note that Pay in 3 instalments is not regulated by the FCA.

Please spend responsibly. Borrowing more than you can afford could seriously affect your financial status. Make sure you can afford to make your monthly repayments on time.

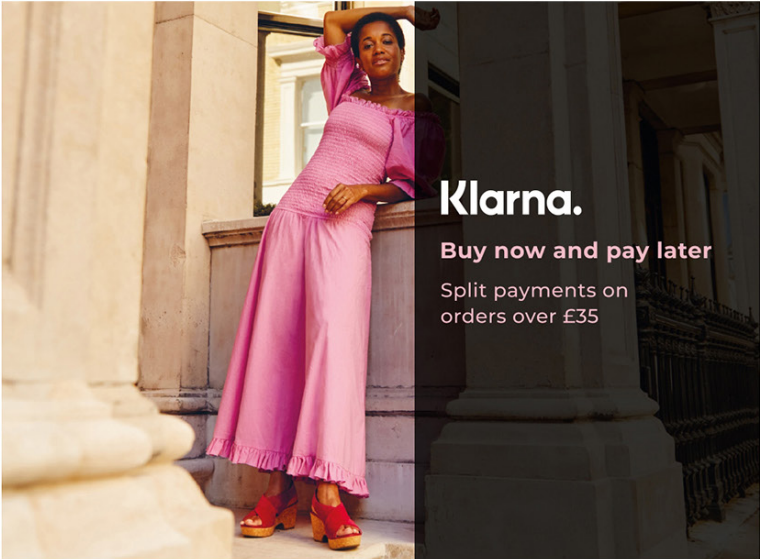
Include the message on your website and in your larger adverts.

Examples.

Klarna partnership announcement email.

Having problems viewing this email? [Click here for a web version.](#)

FREE DELIVERY £60 & OVER | FIND YOUR NEAREST STORE



Klarna.
Buy now and pay later
Split payments on orders over £35

A BETTER WAY TO SHOP

We're excited to announce we have partnered with Klarna to bring you new ways to pay at checkout. It's a safe and simple way to get the looks you want today.

Pay in a way that suits you

Pay in 3 interest-free instalments. Split your shopping bill into 3 equal payments, automatically taken every 30 days. No interest or fees.	Pay in 30 days. Shop now, try at home and only pay for what you decide to keep. No upfront payments, no interest and no fees.
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***Terms & Conditions**
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Please spend responsibly.
Borrowing beyond your means could seriously affect your financial status, ensure you can afford to make your monthly repayments on time by the due date.

[Click here to unsubscribe](#)
Merchants standard email disclosure and registered address

Klarna.

