



## 1. What is **American Express® Maps**?

American Express Maps (“Maps”) displays eligible businesses to help Cardmembers find places that accept American Express cards.

## 2. What is Shop Small®?

Shop Small was created by American Express® in 2012 to support small and local businesses. Shop Small helps to promote and connect Cardmembers to small businesses that welcome American Express Cards. Eligible businesses on Maps will be displayed with a Shop Small badge.

## 3. What is Newly Listed?

Businesses listed under “newly listed” have recently started accepting American Express Cards within the last 6 months.

## Frequently Asked Questions – For American Express Cardmembers

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## 4. I recently went to a merchant who didn't accept American Express. What can I do?

You can tell us about your experience online at [TakeAmex.ca](https://www.americanexpress.com/ca/takeamex) and we will contact the merchant directly.

## 5. I tried to search for a business, but couldn't find it on Maps. Why?

Maps currently displays eligible American Express Card accepting merchants. Maps will continue to expand with new eligible merchants.

## 6. What happens when I log in?

When you log into Maps using your American Express ID credentials, you will be able to see eligible American Express Card accepting merchants in your area that we think you may like. This is only available to Cardmembers with valid American Express Cards issued by Amex Bank of Canada.

# Frequently Asked Questions – For American Express Merchants

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## 7. How do I get my business on Maps?

Maps will continue to expand with new eligible merchants. Maps displays eligible American Express Card accepting merchants as defined:

- The business must welcome American Express Cards;
- Must have at least one physical business location;
- Have processed at least one American Express transaction in the last 12 months;
- The business must not be a government agency, public administration organisation, charity, non-profit, trade association, shopping property management company, direct seller, or political organization;
- Businesses that are part of a franchise brand are evaluated on a case-by-case basis;
- Businesses that have an online or mail order business are excluded;
- Businesses who process American Express Card payments solely through a third-party processor or aggregator are excluded (except for Square sellers).

For details on eligibility criteria for U.S. merchants that are displayed on Maps, please visit: [U.S. Eligibility](#)

If your business meets these eligibility criteria, and you would like to update your merchant information on Maps, please call 1-800-268-9877. During the call, please reference your Merchant Business Name, Account Number, and provide the changes to your physical address, phone number, website, or business hours.

## 8. Are there any costs to businesses in order to be displayed on Maps?

There is no cost to be included. These resources are fully funded by American Express and are provided to eligible Merchants at no additional cost.

## 9. How do I promote my business to Cardmembers?

In addition to being displayed on Maps, you can order complimentary American Express signage and other merchandise on our webstore: [www.americanexpress.ca/signage](http://www.americanexpress.ca/signage)

## 10. My business is listed incorrectly on Maps. How can I update it?

In most instances the address on Maps will reflect the details we have on file for your business. To update your details on file, please call 1-800-268-9877. During the call, please reference your Merchant Business Name, Account Number, and provide the changes to your physical address, phone number, website, or business hours.

## 11. I tried searching for my business on Maps, but it did not appear in the search results. What can I do?

Only businesses who meet the eligibility criteria will appear on Maps. To ensure your merchant information is up to date, please call 1-800-268-9877. During the call, please reference your Merchant Business Name, Account Number, and provide the changes to your physical address, phone number, website, or business hours.

## 12. How do I remove my business from Maps?

Our Cardmembers use Maps to find businesses who accept American Express Cards. It costs nothing to appear on Maps and it is a great way to get more exposure for your business. If you decide to remove your location(s) from Maps it may mean that less Cardmembers will spend at your business. If you still wish to remove your business location(s) from Maps, please call 1-800-268-9877. During the call, please reference your Merchant Business Name, Account Number and mention your request to be removed from Maps.

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

Please call us at the number on your statement to help troubleshoot your issue.

## 14. How can I keep up to date with Shop Small news and promotions as a small business?

Update your marketing preferences by logging into [online preference](#).

## 15. What is a Shop Small Offer?

A Shop Small Offer is an offer available to eligible American Express Cards issued by Amex Bank of Canada or another participating American Express card issuer (as applicable). The following cards are not eligible: American Express Corporate Cards, American Express Gift Cards and Prepaid Cards. During the offer period when eligible Cardmembers make a qualifying purchase using their registered American Express® Card at participating business locations they can get rewarded. Rewards may vary by eligible Card. Other terms and conditions apply.