

[CIRCULAR NO. 397, February 09, 2018]

REVISED ACCREDITATION GUIDELINES FOR PRIVILEGE (LOYALTY) CARD PARTNER-MERCHANTS

*Adopted: 16 January 2018
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Pursuant to the approval of the Senior Management Committee in a meeting held last 11 September 2017, the Revised Accreditation Guidelines for Privilege (Loyalty) Card Partner-Merchants are hereby issued:

I. OBJECTIVE

This Guidelines aims to implement a uniform system in the accreditation of eligible, established and reputable partner establishments capable to sustain delivery as Pag-IBIG Fund Privilege (Loyalty) Card Partner- Merchants.

II. MERCHANT ACCREDITATION

Accreditation of partner-merchants of the Pag-IBIG Fund Privilege Card Project is open to all business enterprises such as sole proprietorships, partnerships and corporations involved in the delivery of the following products and services:

1. Food and Groceries
2. Hospitalization
3. Medicine
4. Housing
5. Education
6. School Supplies
7. Clothing
8. Home Appliances
9. Fuel
10. Transportation
11. Other members' needs

A. Eligibility Requirements

Business enterprises who shall apply as a partner-merchant must initially satisfy the following Eligibility Requirements using a Non-Discretionary Pass or Fail Rating:

1. HDMF Registration & Remittance

- a. Compliant with mandatory membership registration of the Fund
- b. Updated Remittances

2. Department of Trade & Industry (DTI)/Securities & Exchange Commission (SEC) Registration;
3. Local Government Permits & Licenses; and
4. License from Appropriate Regulatory Agency/ies

Only applicants that comply with all the appropriate requirements shall be deemed eligible. Otherwise, they shall be considered ineligible.

Ineligible applicants may reapply for accreditation six (6) months reckoned from date of disapproval.

B. Assessment for Accreditation

Eligible applicants shall be assessed based on the following:

1. Capacity to provide quality products/services to a significant number of our membership;
2. Established stature in the industry represented;
3. Significance and value of the benefit offered; and
4. Market presence in the region, in the case of regional partners or nationwide market presence, in case of national partners;

All eligible applicants with a score of at least sixty (60) shall be considered for accreditation as partner-merchants. Applications and assessment based on the above criteria shall be submitted to the Office of the Senior Vice President, Member Services Operations Sector for approval.

C. Approval of Accreditation

All applications and assessments of eligible applicants for accreditation as a partner-merchant shall be approved by the Chairperson of the Project Management Committee (PMC), subject to the recommendation of the Chairperson of Project Management Team (PMT).

D. Automatic Renewal

All approved partnerships shall be automatically renewed for another term of two (2) years upon expiration of the agreement subject to the same terms and conditions enumerated in the Memorandum of Agreement (MOA) or as may be provided by the parties, unless the Fund or partner-merchant receives written notice of non-renewal from the other party at least two (2) months prior to expiration of the MOA.

E. Pre-Termination