Maxeda seller onboarding guide

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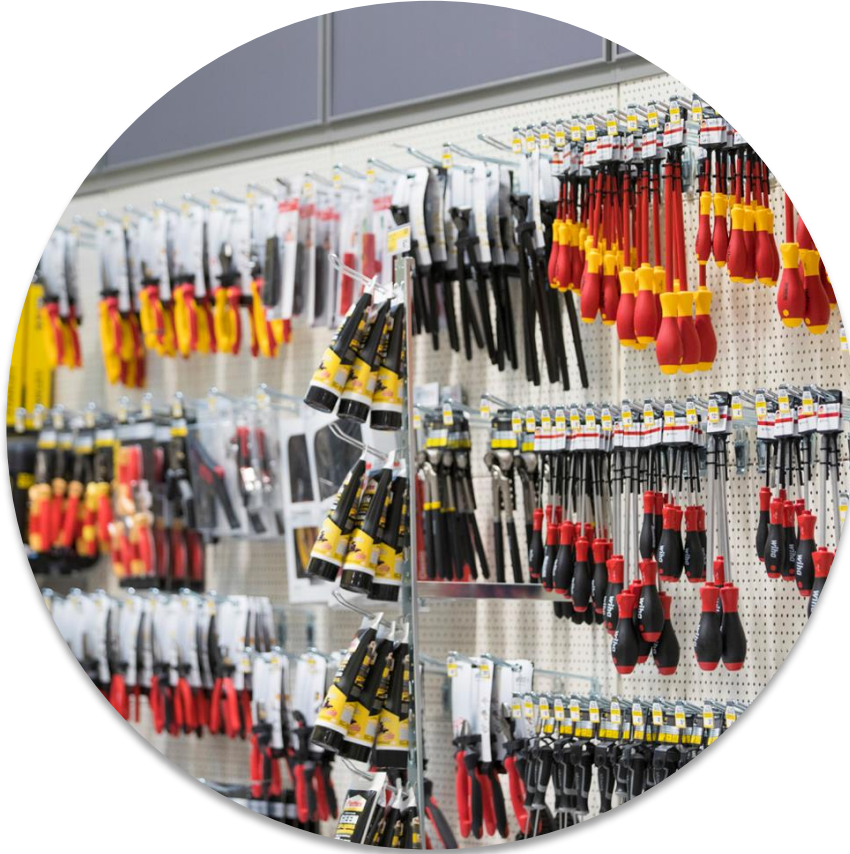
Introduction

In this onboarding guide, we'd like to explain to you the process of onboarding on our platform. In addition, you will find step-by-step full explanations of how to create your Mirakl account and how to fill in the necessary details. **Please go through this carefully.** You can also use the clickable table of contents to navigate directly to a specific topic. Should you have any questions during your onboarding, please email your specific question to marketplace@diymaxeda.com

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1.   Onboarding process

Several steps must be taken to sell on our platform. Below an overview for a successful onboarding:
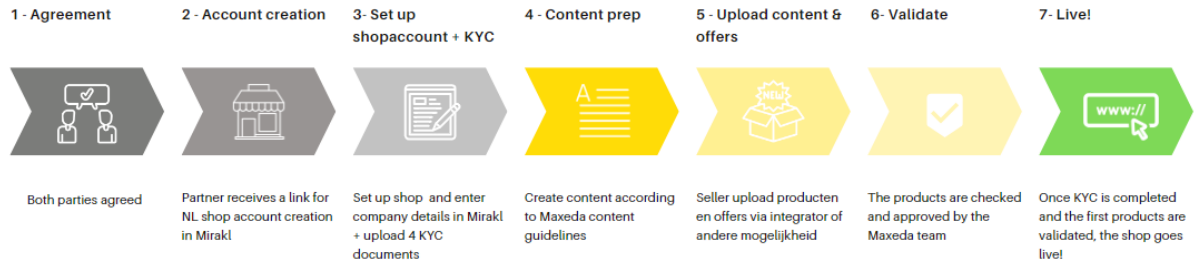
After all terms and contracts are signed, the onboarding process can be started. You can start this process **independently** after you have received the link for the creation of your Mirakl account.

2.   Mirakl registration

Mirakl is the system we work with. You will receive from the business developer a link to create your shop account.

Note! The registration link is only valid for 48 hours. Create your account immediately!

We launched 2 marktetplaces, 1 account for Brico (BE) and 1 account for Praxis (NL)
Create your Praxis account via the link you have received. Inform the business developer when the Praxis account is created. The marketplace team will create your Brico account.
From now on you can sign in via: Sign in (mirakl.net)

Note! Please wait with uploading your products. Once both accounts are created you can start adding your products and offers
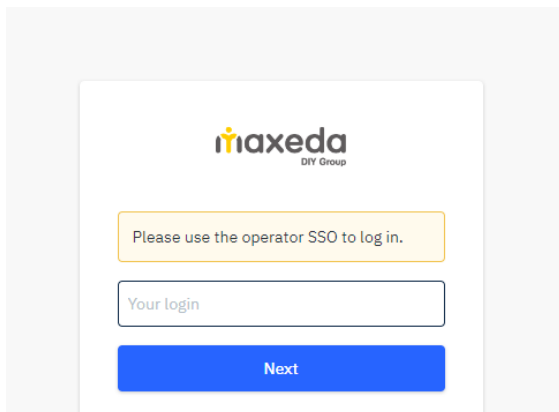
3. Set-up shop account

All company information must be entered accurately and completely in Mirakl so the onboarding goes as smooth and quickly as possible. Below an overview of all the sections that must be filled in.

The following information needs to be entered in both accounts (NL + BE)

- My account
- Billing information
- Bank account information
- Shipping options

Alle the different categories will be explained in this document. It will guide you through all the steps for a quick and successful onboarding.

NOTE: In both channels (NL+BE) all business information must be filled in. It is not possible to duplicate this. This requires a manual handling from the seller.

When you are logged into Mirakl, you can switch between your BE & NL account at the top left hand side.
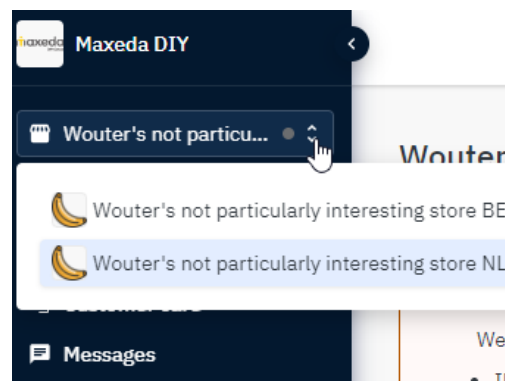
Step 1: Navigate to "Settings" > "Seller".
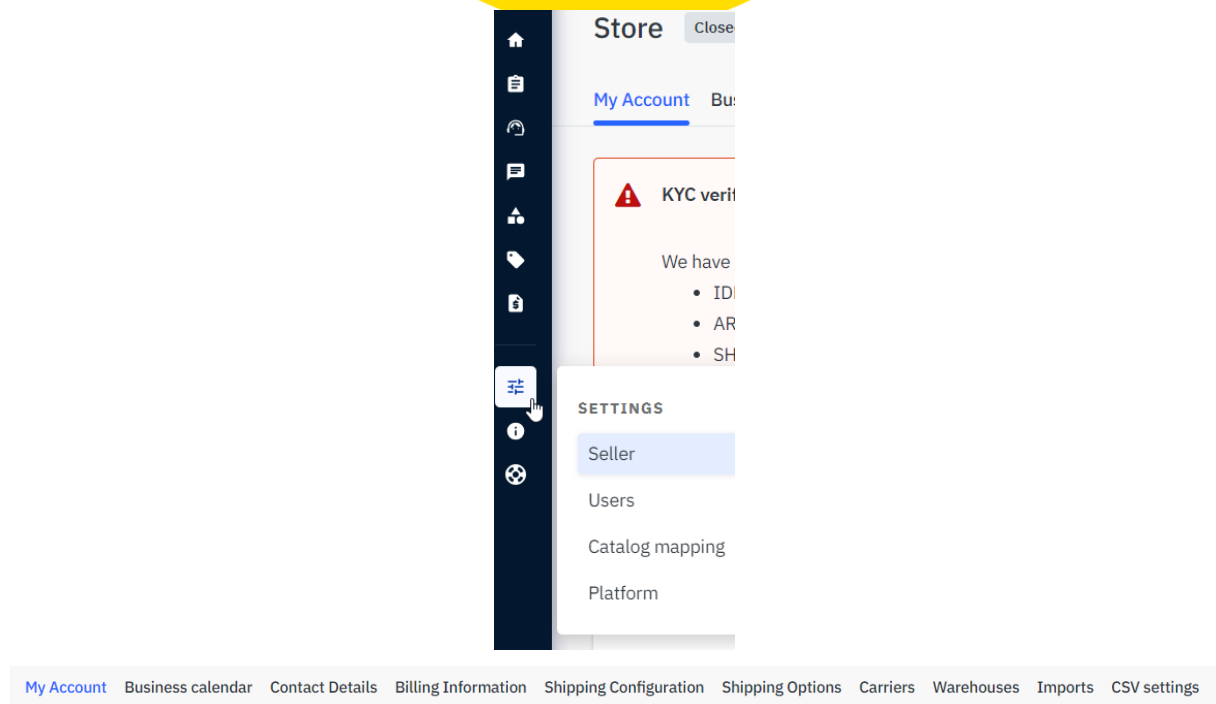
3.1   Settings > Seller > My account | Seller

KYC validation is part of creating your shop. It is important that the details under "my account" are entered correctly, for example just as you enter your details when purchasing an airline ticket.

Name = Name of your shop. If you are active on both Brico and Praxis, NL will be added to the shop name for your Praxis shop and BE will be added for your Brico Shop E.G.: Maxeda
EN – Maxeda BE ATTENTION

! Please contact the marketplace team if you want to change the shop name to avoid errors. **!**

Closed = It is possible to close your shop temporarily. However, this is not advised. If possible, first extend your delivery time so that your products remain visible on the platform. If extending the delivery time is not an option, this field can indicate the date for which your shop should be temporarily closed. Your products will then temporarily not be visible on the platform until your shop is open again.

Description = This field is not required and can be left blank.

3.2 Settings > Seller > My account | Shipping & Returns

Shipping & Returns

Country shipped from	Netherlands
Return policy (in Dutch)	

Country shipped from = Select the country from which the products will be shipped
E.g.: *The Netherlands*

Refund Policy = This field is not required and can be left blank. This description will be added automatically. If the customer is a Praxis Plus member, he/she has the right to a cooling-off period of 90 days. We have added an extra field to the order loyalty yes/no (for 90 days return time as a Praxis Plus member and 30 days is standard)

3.3 Settings > Seller > My account | Internal details

Internal details
This data is visible only for Maxeda operators and the seller.

What is your aggregator?	Nothing selected	If you are using an aggregator, please enter which one here.

What is your aggregator = Use the drop down menu to indicate which aggregator you are connected to our platform when you are using an integrator. If your are not using an integrator you can select "None"

Options: Channable, ChannelEngine, EffectConnect, Iziflux, Lengow, Magento, ProductFlow, Vendiro, XploreGroup, Miraklconnect, Other, Custom_API, E-tailize, None.

3.4 Settings > Seller > My account | Contact information customer

This information will only be used by Maxeda customer service. Please fill in the contact details where we can best contact you with customer/product related questions.

Contact information used by the Customer Service Maxeda D.I.Y.

This information will be used by the customer service of Maxeda D.I.Y. It will be only used in cases of escalation.

E-mail address *	info@hamershop.nl
Phone number *	+3123 5260788
Secondary E-mail address	
Secondary Phone number	

An e-mail address that can be used by our customer service to contact your business. (Only used in cases of escalation.)

A phone number that can be used by our customer service to contact your business. Please include the country code. (Only used in cases of escalation.)

An second e-mail address that can be used by our customer service to contact your business. (Only used in cases of escalation.)

A second phone number that can be used by our customer service to contact your business. Please include the country code. (Only used in cases of escalation.)

E-mail address = An e-mail address that can be used by our customer service team to contact your company.
E.G.: info@hamershop.nl

Phone number = A phone number that can be used by our customer service team to contact your company.
E.G.: +3123 5260788

Second E-mail address = Optional

Second phone number = Optional

3.5 Settings > Seller > My account | Contact information for the supplier page

On the product page, the company name and company details are communicated. Please fill in the information below in Mirakl, so that the customer can see from whom the product is purchased. In addition, we also offer the opportunity to tell more about your company. It is <u>not</u>

allowed to communicate the URL of your website.

We address the customer (website, newsletters and social media) as 'you' (you/you). Exception for French, where the polite form must always be used (vous). This tone of voice should be implemented in the description.

See below for an example of what the supplier page looks like.
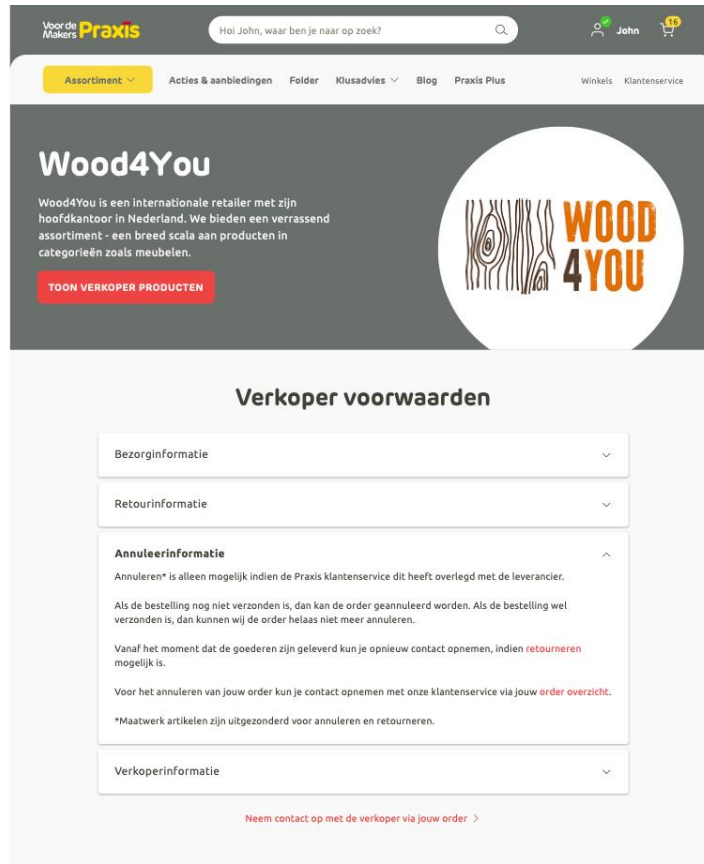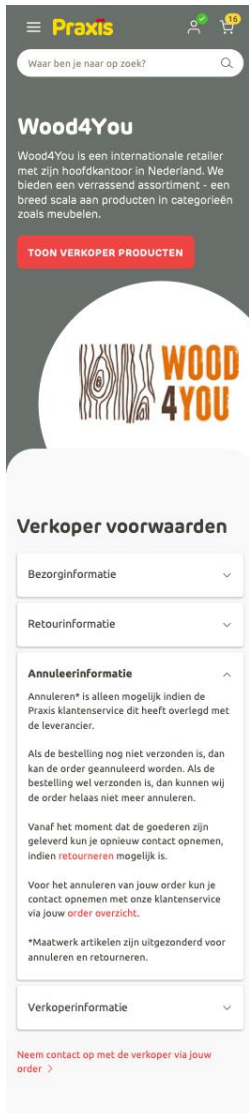
Contact information mentioned on the seller page

This information will be visible on the website for the customers. The customer can use this information.

Field	Value	Description
Company name *	Hamershop	The name of your business
Seller description (nl_NL) *	Dit is een beschrijving van de verkoper NL	A brief description of your business (max 500. characters)
Seller description (nl_BE) *	Dit is een beschrijving van de verkoper Vlaams	A brief description of your business (max 500. characters)
Seller description (fr_BE) *	Voici une description du vendeur French	A brief description of your business (max 500. characters)
Company Registration Number *	12345678	KVK/KBO/KBIS/ Chambre of commerce number
VAT Number *	NL000099998B5 123	VAT/BTW number please do not use dots or spaces
Phone number *	+3123 5260788	A phone number that can be used by customers to contact your business. Please include the country code. Please use this formatting +31 XXXXXXXX
E-mail address *	info@hamershop.nl	An e-mail address that can be used by customers to contact your business
Registered Legal Name *	Hamershop diy B.V.	The legally registered business name
Address *	Herikerbergweg 123, 1101CT Amterdam, Nederland	Please follow the following format: Herikerbergweg 336, 1101 CT Amsterdam, Nederland

Company name = Shop name

E.G.: Hamershop

Selling partner description (nl_NL) = A short description of your company in Dutch (max. 500 characters).

Seller description (nl_BE) = A short description of your company in Dutch/Flemish (max. 500 characters). This information is visible on the website, customers can see this information.

Seller description (fr_BE) = A short description of your business in French (max. 500 characters). This information is visible on the website, customers can see this information.

Company registration number = The registered Chamber of Commerce/CBE number mentioned on the extract. (Chamber of Commerce = 8 digits – CBE = 10 digits)

VAT Number = Country Code + Digits

E.G.: NL000099998B5 123

Phone number = A phone number that can be used by customers to contact your business. Please include the country number.

E.G.: +3185 0028020

Email address = An email address that can be used by customers to contact your business.

Registered legal name = Legally registered business name. The exact company name, which is stated on the extract from the Chamber of Commerce/CBE.

E.G.: Praxis Do-it-yourself B.V. / Brico Belgium N.V.

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Address = Address of the principal place of business.

E.G.: Herikerbergweg 336, 1101 CT Amsterdam, The Netherlands

3.6   Settings > Seller > My account | Financial contact information

Financial contact information
This information will be used by our financial department.

Invoice E-mail address *	facturen@hamershop.nl	An email address will be used to send our invoice with the fee to.
E-mail address		An e-mail address that can be used by our financial department to contact your financial department.
Phone number *	+3123 5260788	An phone number that can be used by our financial department to contact your financial department.
This language will be used for our invoice to your company: *	EN	The invoice we send to you will be shown in this language. This is not the invoice for the consumer.

Invoice e-mail address = An e-mail address that can be used to send our invoice with the reimbursement.

E-mail address = An e-mail address that can be contacted by our finance department.

Note! Please fill in the details correctly. Contact the marketplace team if you want to change this e-mail address, to avoid errors.

Phone number = A phone number that our finance department can contact. Please include the country code.
E.G.: +3185 0028020

This language will be used for our invoice to your company = This is set to English by default. *This is not the invoice to the consumer.*

3.7   Settings > Seller > My account | Company form

Enterprise Type

Legal type *	BUSINESS	When the legal type is business, you are required to provide all information in the UBO 1 section (see lower applicable, please also fill in UBO 2, 3 and 4.
Registered Legal Name *	Hamershop diy B.V.	Registered legal name

Legal form = Use the dropdown menu to indicate your legal form.
If the legal form is business, all information must be provided in the UBO 1 section (see below). If applicable, you must also fill in UBO 2, 3 and 4.

<u>Business</u> = BV, CV, NV, Cooperative, Partnership, VOF.

Click here for a complete overview per legal form per country.

Legally registered company name = The exact company name, which is stated on the extract from the Chamber of Commerce/CBE.
E.G.: Praxis Do-it-yourself B.V. / Brico Belgium N.V.

3.8   Settings > Seller > My account | KYC

KYC means "Know Your Customer"
The KYC check is the mandatory process of identifying and verifying the customer's identity when opening an account. This information is used to identify your business by the PSP so that the marketplace's earnings can be paid out. This is the process of retrieving documents and information from the seller to validate their account. Specifically, its purpose is to prevent entities from being used for money laundering or other fraudulent activities. In most regions, it is a requirement before account can be allowed to start selling on marketplaces.
The details of the <u>legal representative</u> must be filled in. The legal representative is a person who is legally appointed to represent a legal entity and who is authorized to sign contracts on behalf of that legal entity.

KYC

The KYC check is the mandatory process of identifying and verifying the client's identity when opening an account. This information is used to be able to pay out the marketplace revenue.

Field	Value	Description
First name of the legal representative *	Jan Pieter Cornelis	The legal representative of the company must be known in order to comply with European regulation.
Last name of the legal representative *	Jansen	The legal representative of the company must be known in order to comply with European regulation. Please enter last name.
Address line 1 of the Legal representative *	Klaprozenstraat 2	The legal representative of the company must be known in order to comply with European regulation. Please enter address.
Address line 2 of the legal representative		The legal representative of the company must be known in order to comply with European regulation. Please enter address.
City Legal Representative *	Haarlem	The legal representative of the company must be known in order to comply with European regulation. Please enter address.
Legal Representative Region		The legal representative of the company must be known in order to comply with European regulation. Please enter address.
Postal code of legal representative *	2024 GM	The legal representative of the company must be known in order to comply with European regulation. Please enter address.
Country of the legal representative *	Netherlands	The legal representative of the company must be known in order to comply with European regulation. Please enter address.
Legal Representative Birthday *	20/03/1991	The legal representative of the company must be known in order to comply with European regulation. Please enter birthday.
Legal Representative Email *	jan@hamershop.nl	The legal representative of the company must be known in order to comply with European regulation. Please enter email.
Nationality of legal representative *	Dutch	The legal representative of the company must be known in order to comply with European regulation. Please enter nationality.
Country of residence of Legal representative *	Netherlands	The legal representative of the company must be known in order to comply with European regulation. Please enter country of residence.
Company Registration Number *	12345678	Please fill in with the official company number, more information here : https://docs.mangopay.com/guide/company-number, must be without spaces
Vendor subject to UBO declaration *	No	As part of AML and CTF laws, all registered businesses with UBOs need to be verified during the KYC process. Please select Yes to declare registered UBOs (Only if the Enterprise Legal is BUSINESS)
Terms & Conditions *	Yes	MANGOPAY's Terms & Conditions

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First name of the legal representative = First names, as mentioned in the passport
E.G.: Jan Peter Cornelis

Surname of the legal representative = Surname
E.G.: de Vries

Address line 1 of the legal representative = Street name including house number and possible addition of the private address
E.G.: Herikerbergweg 200

Address line 2 of the legal representative = Optional

City of the legal representative = City

Region of the legal representative = Optional

Postal code of the legal representative = Postal code

Country of legal representative = Country of residence

Date of birth of the legal representative = *E.G.: 28-12-1986*

E-mail address of the legal representative = Info@praxis.nl

Nationality of the legal representative = Dutch

Company registration number = The registered Chamber of Commerce/CBE number mentioned on the extract. (Chamber of Commerce = 8 digits – CBE = 10 digits)

Seller subject to UBO statements = Yes/No selection

Terms & Conditions = To sell on our platform, it is mandatory to accept the terms and conditions.

3.9   Settings > Seller > My account | KYC UBO 1

It is mandatory to fill in the information below so that the KYC can be validated. Register the persons who own 25% or more of the company's shares OR persons who hold voting rights of the company (UBOs).

KYC UBO 1

Register the persons who own 25% or more shares of the company OR persons who own voting rights of the company (UBOs).

Ultimate Beneficial Owner first name	Marie Sophie
Ultimate Beneficial Owner last name	Huibregts
Ultimate Beneficial Owner address line 1	Raadhuisstraat 20
Ultimate Beneficial Owner address line 2	
Ultimate Beneficial Owner postal code	5348GT
Ultimate Beneficial Owner city	Oss
Ultimate Beneficial Owner region	
Ultimate Beneficial Owner country	NL
Ultimate Beneficial Owner nationality	NL
Ultimate Beneficial Owner date of birth	19/03/1991
Ultimate Beneficial Owner city of birth	Oss
Ultimate Beneficial Owner country of birth	NL

First name of the beneficial owner = First names, as stated in the passport
E.G.: Jan Willem Hendrik

Last Name of the Ultimate Beneficial Owner = Last Name

Address line 1 of the ultimate beneficiary = Street name including house number and possible addition of the private address of the UBO.
E.G.: Jansstraat 1A

Ultimate Beneficiary Line 2 Address = Optional Field

Postal code of the ultimate beneficiary = Postal code of the private address of the UBO

Place of residence of the ultimate beneficiary = Residence of the private address of the UBO

Ultimate Beneficiary Region = Optional Field

Country of the ultimate beneficiary = Country of the private address of the UBO

Nationality of the beneficial owner =

Date of birth of the beneficial owner = *E.G.: 28-12-1986*

Country of birth of the beneficial owner =

PAY ATTENTION! Is your country of birth not among the options? Please contact the marketplace team.

If multiple UBOs are registered, it is mandatory to register the details of the other UBOs under KYC UBO 2 etc.

3.10   Settings > Seller > My account | Contact Details

It is mandatory to fill in the contact details. This information will be displayed on your invoices.
Trade register number = The registered Chamber of Commerce/CBE number mentioned on the extract. (Chamber of Commerce = 8 digits – CBE = 10 digits)

VAT Number = VAT Number = Country Code + Digits

3.11   Settings > Seller > My Account | Documents

After all shop details have been filled in, including all KYC details, it is mandatory to upload 4 documents. Once the documents have been uploaded, these documents will be checked. You will

be kept informed of the status of these documents by e-mail. The status is also visible at the top of the account when you log in to Mirakl. See the example below:
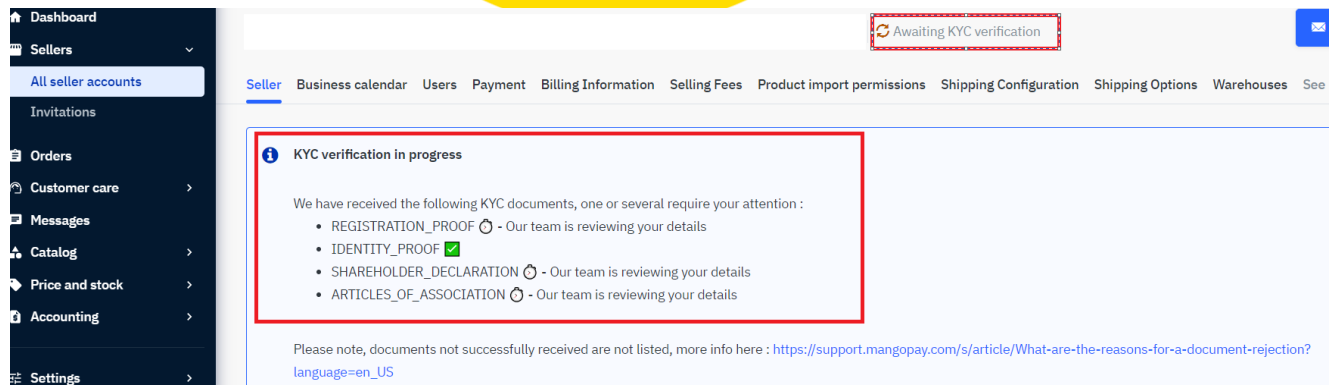
- General manager ID card = This is the front of the ID. Everything must be easy to read. The ID must match the legal representative.

PAY ATTENTION! The ID card is not checked manually. For this reason, it is important that the ID card is delivered correctly. Read all the requirements below.

See here an overview of the accepted ID cards
- Color copy
- Edges fully visible
- Data + photo fully visible
- Not pixelated (advice: take a picture of the passport with your mobile phone)

Edges not fully visible

Machine-readable zone (MRZ), data, or photo not fully visible

Covered by anything, especially a finger

Glare or flash obscuring readability

Blurred

Black and white
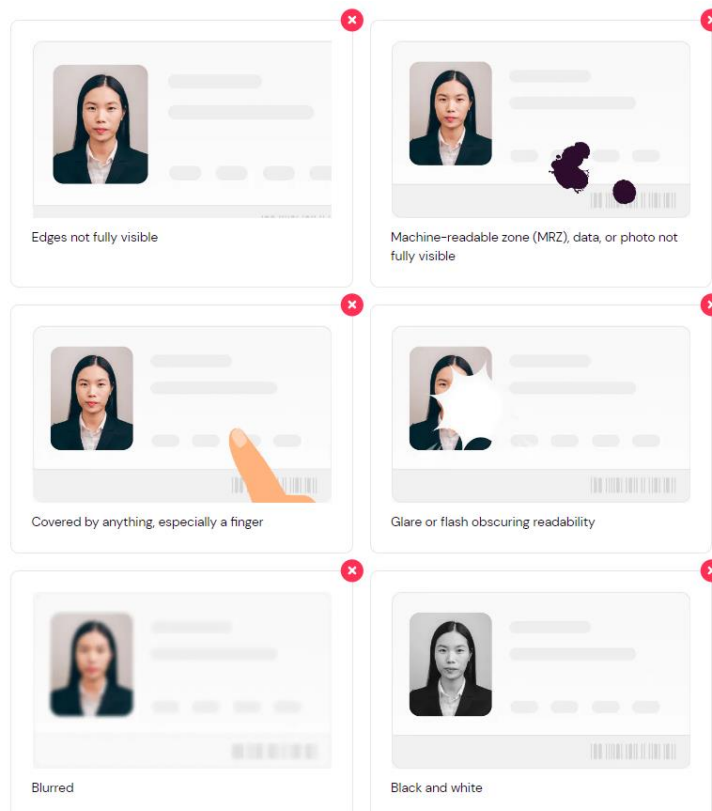
* If the ID card is rejected, this will be visible at the top when opening your Mirakl shop account.

Security of personal data

You have the right to request the deletion of your personal data by contacting dpo.mangopay@mangopay.com. However, please note that Mangopay may not be able to delete personal data, including the copy of your ID, due to AML/CFT obligations they have as an e-money institution. As a regulated entity, Mangopay is required by law to keep your identification document until the expiry of the legal retention period, from the end of the agreement.

- **Articles of association** = These are the articles of association of the organization, in many cases these will be the articles of incorporation. If there are amended articles of association, Mangopay wants to receive the latest version. It is mandatory to send a signed version, not a copy.

- **Shareholder declaration:** Download the form below (a form is available for each language). Please fill in the form completely and sign it. This information must match the previously entered KYC UBO information. The full name (as stated in the passport) and the full private address must be filled in here.

- NL : Shareholder_Declaration-NL.pdf (mangopay.com)FR: Shareholder_Declaration-FR.pdf (mangopay.com)ENG: Shareholder_Declaration-EN.pdf (mangopay.com) DE: Shareholder_Declaration-DE.pdf (mangopay.com)

After the document has been completed and signed, the document can be uploaded. Common mistakes: Type of control must be filled in with a number. If "2" applies, the % of ownership MUST be declared.

Type zeggenschap *	% eigendom
2	80%
2	20%

* Type zeggenschap:

1. Direct eigenaarschap met ten minste 25% - percentage mee te delen
2. Indirect bezitten van ten minste 25% (via een of meer holdingvennootschappen) - percentage mee te delen
3. Uitoefening van andere controlebevoegdheden (gelieve te specificeren)
4. Wettelijke vertegenwoordiger: Senior Managing Officer van de onderneming (alleen als er geen begunstigde van ten minste 25% en controle via andere middelen kan worden geïdentificeerd)

- **Registration proof** = An extract from the Chamber of Commerce/CBE is mandatory and may not be older than 3 months. (PDF)

Please note! If the company is part of a holding company, all extracts must be provided. These can be bundled via: Merge PDF - Free PDF Files Combine Online (smallpdf.com)

If the above documents are not delivered correctly, this slows down the KYC process and the shop cannot be put live.

Common errors while uploading documents

It is possible that one or more documents are rejected by Mangopay. You will be kept informed by e-mail, but we also advise you to check the status yourself in Mirakl. To understand why a document has been rejected, we recommend reading this page of Mangopay. Various error codes are explained, so you can get started with providing the correct documents.

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3.12   Settings > Seller > My account | Seller visual identity

Uploading a company logo is mandatory. This will be shown to the customer on the shop page.
Please provide a **square design** with the following size: 400 x 400 pixels.

Seller Visual Identity

Logo   Select a file...

Best size 400x400, Max weight: 2,024 kB.

It is not necessary to provide a banner.

Banner   Select a file...

Best size 500x100, Max weight: 2,024 kB.

Contactgegevens

Deze gegevens zullen worden weergegeven op uw facturen

Titel *   Adres *

Voornaam *   Adres (vervolg)

Achternaam *   Postcode *

E-mail *   Plaatsnaam *

Telefoonnummer   Provincie/regio

Tweede telefoonnummer   Land *

Faxnummer   Website

Professioneel ⓘ

Bedrijfsnaam *

Handelsregisternummer *

BTW-nummer

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3.13 Settings > Seller | Bank account details

After adding alle the company details in "My account", please move on to the bank accountdetails tab to fill in all fields.

Bank Account Details

Bank account owner name *	
Bank name *	
Bank address	
Postcode	
City	
IBAN *	
BIC / SWIFT *	

✔ Save

It is important that all bank account details are filled in (including the non-mandatory fields) so that the payouts can be paid out to this account.

Please note! The address of the bank is also mandatory!

Bank account holder name = The name on whom the account is held

Bank name = Name of the bank/payment institution

Bank address = The address of your bank's head office

Zip code = The zip code of your bank's head office

City name = The city name of your bank's head office

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IBAN = Bank account number

E.G.: NL12 INGB 0000 1234 67

BIC/SWIFT = Each bank has its own Bank Identifier Code (BIC). As a result, international payment transfers end up with the right bank. The BIC is also known as a SWIFT address or SWIFT code.
E.G.: ING's BIC is INGBNL2A

3.14 Settings > Seller | Billing information

In this tab you need to add the following information: If you are a legal entity, provide the information and address of your registered office in your country of residence. If you are a natural person, provide the information related to your activity and your address of residence.

3.15 Settings > Seller | Shipping Options

After adding alle the bank account and billing information, please move on to the shipping options tab to fill in all fields.

Delivery promiss

The delivery promise consists of 2 parts: standard lead time for shipment & min./max. delivery time. These 2 parts are added together. This delivery promise is communicated to the customer on the product page and is measured in your performance.

See the example below:

Setting the correct delivery time:

Lead time to ship

Default lead time to ship

Days	

The default lead time to ship of the marketplace operator is 0 days. The value cannot exceed 45 days.

Order cut-off time

Specify a cut-off time for your shipping methods. This is the latest time that an order can be placed to meet the delivery time.

Shipping method	Option	Cut-off time		
Standard Delivery	Operator's choice ▾	20:00	✕	⊙

Leadtime to shipment = The number of days before you ship the item

Cut off time = Indicate the cut-off time here

Shipping Options

Specify your delivery times per shipping method for each shipping zone.

☐ **Offer free shipping for all orders**
By checking this box, you will offer free shipping to your customers.

Shipping zone	Shipping method	Min. delivery time ❓		Max. delivery time ❓		Minimum amount for free shipping ❓
Netherlands	Standard Delivery	1	Days	1	Days	€
Belgium	Standard Delivery	1	Days	1	Days	€

4.   Account creation completed

After all company details have been correctly filled in (in both channels: NL + BE) , we would like to be notified so that we can verify the account. In the meantime, you can get started with the preparation of the product content and offers following our guidelines. Please check the seller guide for all content guidelines.

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