

IT'S YOUR CARD (IYC) for Administrators

The *IT'S YOUR CARD® (IYC) for Administrators* guide provides an introduction to IYC and reviews the following topics:

- IYC Settings
- IYC Restrictions
- IYC Packages
- IYC Shipping
- IYC SiteBuilder



Note: The term “IYC website” refers to a gift card website built with IYC SiteBuilder.

Introduction

IYC is Shift4's proprietary gift card solution. IYC empowers the merchant with a level of control that is commonly reserved for the processor. The merchant is able to release authorizations, control how long the authorization on the gift card is valid, control when the gift card expires, and modify balances on gift cards. In addition, Shift4 maintains the database and offers the merchant reporting tools for IYC.



Requirement: When using IYC, all merchant IDs must have the same currency. If you are using a Centralized Account, the currencies of all account numbers and merchant IDs within must match the currency of the Centralized Account.

Configuring IYC General Settings

To begin using IYC, the Account Administrator will need to configure IYC general settings in Lighthouse Transaction Manager.

To configure IYC general settings, complete the following steps:

1. Sign in to Lighthouse Transaction Manager as the Account Administrator.
2. From the menu, select **It's Your Card > Settings**.
3. The General Settings tab will be selected and displayed.

4. In the IT'S YOUR CARD Settings section, complete the following steps:

- In the Authorization Hold field, enter how many days an authorization will remain held on a gift card.



Important: The value entered is the time period that the transaction can remain unsettled in Lighthouse Transaction Manager. If the transaction is not settled before this period expires, the authorized amount being held on the gift card will be released, and the balance of the gift card will be returned to the amount it was prior to use. Shift4 recommends entering a value in the Authorization Hold field that is more than your batching cycle. For example, if you batch daily, set this field to 2. This will ensure the amount being held on the gift card is not released before the batch is settled.

- In the Allow Partial Card Lookup list, select the desired option:
 - **Yes:** Select this option to allow the first or last four numbers of the gift card or the entire gift card number to be searched for on the IYC Lookup page using the Find link.
 - **No:** Select this option to hide the Find link on the IYC Lookup page.



Tip: Regardless of the Allow Partial Card Lookup setting, the entire gift card number can be searched for on the IYC Lookup page by entering it in the Card Lookup field and clicking **Lookup**.

- In the Security Code for Lookup list, select the desired option:
 - **Unused:** Select this option if gift cards do not have a Card Security Code (CSC).
 - **Optional:** Select this option to make entering the CSC optional for all Lighthouse Transaction Manager users when searching for a gift card on the IYC Lookup page.
 - **Optional for Admins:** Select this option to make entering the CSC required for all Lighthouse Transaction Manager users except administrator type users.
 - **Required:** Select this option to make entering the CSC required when searching for a gift card on the IYC Lookup page.

- In the Promo Opt-Out Default list, select the desired option:

- **Yes (opt-out)**
- **No (opt-in)**



Note: The Promo Opt-Out Default setting indicates the default preference that will be selected on your IYC website and on the IYC Sales page; however, the setting can be changed during the checkout process to the desired preference regarding receiving promotional materials. The preferences can be viewed by navigating to **It's Your Card > Names Maintenance** or by navigating to **It's Your Card > Reports > Other > Names Report**. For additional information, see the [IYC Reports](#) document.

- In the Sharing Opt-Out Default list, select the desired option:

- **Yes (opt-out)**
- **No (opt-in)**



Note: The Sharing Opt-Out Default setting indicates the default preference that will be selected on your IYC website and on the IYC Sales page; however, the setting can be changed during the checkout process to the desired preference regarding sharing information in order to receive promotional materials. The preferences can be viewed by navigating to **It's Your Card > Names Maintenance** or by navigating to **It's Your Card > Reports > Other > Names Report**. For additional information, see the [IYC Reports](#) document.

- In the Web Merchant list, select the merchant where card payments from your IYC website should appear for auditing.
- In the Merchant or Web Site Name field, enter the name that corresponds to your site. It will be visible to your customers.
- In the Web Site URL field, enter the address to your website. It will be visible to your customers. (For example, Shift4's address is <http://www.shift4.com/>.)

- In the Customer Service Phone field, enter the telephone number that your customers should call if they experience issues using your site. It will be visible to your customers.



WARNING! Do not enter Shift4's telephone number. Shift4 will not be able to assist your customers with purchasing or other issues.

- In the Warning Amount field, enter an amount. (When an amount greater than this amount is entered as the value to be placed on the gift card on the IYC Sales page, and the user proceeds with the checkout process, a large card amount warning will be displayed. This is simply a warning. The user can complete the transaction by continuing with the checkout process.)
- In the Blocked Amount field, enter an amount. (When an amount greater than this amount is entered as the value to be placed on the gift card on the IYC Sales page, and the user proceeds with the checkout process, a message indicating the amount is not allowed will be displayed. The user can only complete the transaction by lowering the amount they want placed on the gift card, and then proceeding with the checkout process.)
- In the Currency Code field, enter your currency code. This value determines the currency code to be used for all IYC transactions. Within the account, only merchants that have this currency code are allowed to process IYC transactions. If a value is not entered, IYC operations will not work.



WARNING! Changing the currency code will cause previously purchased gift cards with active balances to display in the new currency code.

5. In the IYC Generated Card Length area, leave the default setting, 16, selected.



Important: Read the warning and only change the setting if Shift4 has instructed to do so.

6. *(Optional)* The intent of card groups is to configure the physical difference in the card numbers to distinguish between different types of cards when issuing new cards or running IYC reports, such as comp cards, promotional cards, reward cards, gift cards, etc. To configure card groups, in the Card Groups section, complete the following steps:
- In the Group field, enter the second and third digit of the card number (00 or 10-99).



Note: The card group number can be 00 or 10-99. Other than “00,” if a card group number begins in 0 like 01, 02, 03, etc. the card group number will not be accepted.

- In the Description field, enter a description for the card group. (The description will be displayed in the Group Filter list on the IYC Reports page and in the Group list on the Issue Prepaid/Gift Cards page.)
- Click to add the card group.



Tip: Click to delete a card group.

7. (Optional) Configuring an end-of-month (EOM) date simplifies the accounting tasks for service fees charged by creating a single ledger entry for all service fees. To configure an EOM date, in the Next Run Date field, select or enter the date to charge all service fees in mm/dd/yyyy format.



Important: Read the warning and only change the date if you are certain of your actions.

8. To configure the email addresses associated with processing IYC website orders, in the Web & Fulfillment Settings section, complete the following steps:
- The Email Order From field displays “no-reply@shift4.com” and is not editable.
 - In the Email Order To field, enter the email address that will receive a copy of the order confirmation email. If multiple addresses are entered, separate them by a comma.
 - In the Email Order CC field, enter the email address that will be copied on the order confirmation email. If multiple addresses are entered, separate them by a comma.
 - In the Email Order BCC field, enter the email address to be blind copied on the order confirmation email. If multiple addresses are entered, separate them by a comma.

9. Click **Apply**.



Tip: The [IYC SiteBuilder](#) section reviews additional items the Account Administrator will need to configure if an IYC website will be in use.

Configuring IYC Restrictions

The IYC Restriction Maintenance page lets IYC Administrators configure restrictions to limit IYC usage to specific merchants (for batches of cards issued with the restrictions applied to them).

For example, if an account with multiple merchants, such as a spa, gift shop, and restaurant, wants customers to only be able to use gift cards at certain merchants, such as the restaurant and gift shop but not the spa, a restriction can be configured to exclude the spa. When issuing a batch of cards, the restriction would be selected and would apply to all cards in the batch. Thus, the gift cards in that batch could be used at the restaurant and gift shop but not the spa.

Adding an IYC Restriction

To add an IYC restriction, complete the following steps:

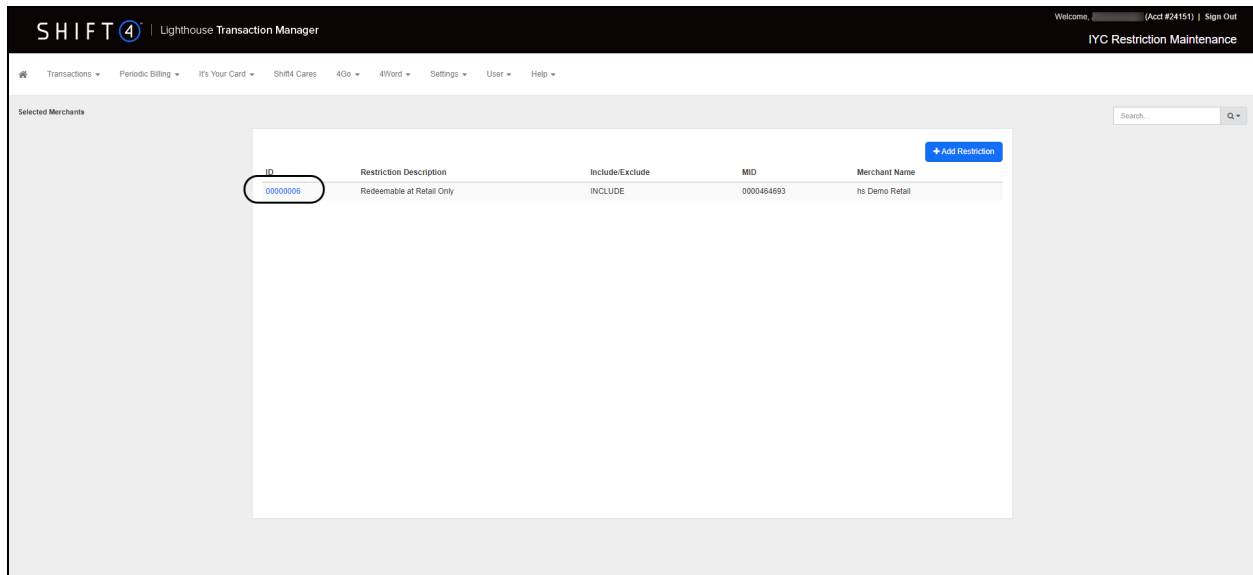
1. Sign in to Lighthouse Transaction Manager as an IYC Administrator.
2. From the menu, select **It's Your Card > Restriction Maintenance**.
3. On the IYC Restriction Maintenance page, click **Add Restriction**.
4. On the Restriction Maintenance page, complete the following steps:
 - In the Description field, enter a name for the restriction.
 - In the Merchants area, select the desired option:
 - **Only allow usage at the following merchants**
 - **Disallow usage at the following merchants**
 - In the Merchants list, select the desired merchants.
 - Click **Submit**.

The screenshot shows the 'Add New Restriction' form in the Lighthouse Transaction Manager. The form is titled 'Add New Restriction' and includes a 'Restriction ID' field with a red asterisk indicating it is required. The 'Description' field contains the text 'Redeemable at Retail Only'. The 'Merchants' section has two radio buttons: 'Only allow usage at the following merchants' (selected) and 'Disallow usage at the following merchants'. Below the radio buttons is a note: 'NOTE: Hold down the Ctrl key and click to select multiple merchants.' A list of merchants is shown, including 'hs Demo e-Commerce', 'hs Demo Hotel', 'hs Demo Restaurant', and 'hs Demo Retail'. The 'hs Demo Retail' merchant is selected. At the bottom of the form are 'Cancel' and 'Submit' buttons.

Editing an IYC Restriction

To edit an IYC restriction, complete the following steps:

1. Sign in to Lighthouse Transaction Manager as an IYC Administrator.
2. From the menu, select **It's Your Card > Restriction Maintenance**.
3. On the IYC Restriction Maintenance page, click the ID number that needs to be edited.



4. On the Restriction Maintenance page, complete the following steps:
 - In the Description field, enter a new name for the restriction.
 - In the Merchants area, select the desired option:
 - **Only allow usage at the following merchants**
 - **Disallow usage at the following merchants**
 - In the Merchants list, select the desired merchants.
 - Click **Submit**.

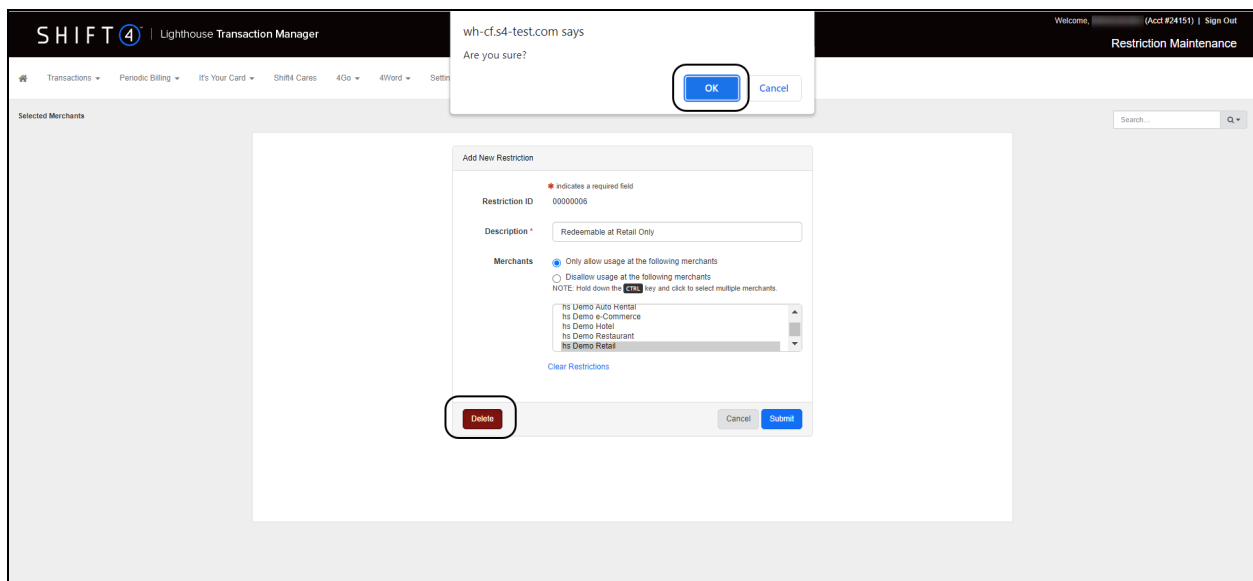
Deleting an IYC Restriction

To delete an IYC restriction, complete the following steps:



WARNING! Deleting a restriction cannot be undone. In addition, cards issued with the restriction applied to the batch will no longer be restricted.

1. Sign in to Lighthouse Transaction Manager as an IYC Administrator.
2. From the menu, select **It's Your Card > Restriction Maintenance**.
3. On the IYC Restriction Maintenance page, click the ID number that needs to be deleted.
4. On the Restriction Maintenance page, click **Delete** and **OK**.



Configuring IYC Packages

The IYC Packages page lets IYC Administrators configure gift card packages. For example, you might add a \$60.00 package that includes a \$50.00 physical gift card and a \$10.00 book, and then this option would be available for your customers to purchase on your IYC website.

IYC Administrators can also configure fixed value gift cards on the IYC Packages page. For example, you might add the gift card values that are frequently purchased, like \$25.00, \$50.00, and \$100.00, and then these options would be available for your customers to purchase on your IYC website instead of entering an amount. (Customers can still purchase unique amounts if they desire.)

Adding an IYC Package Option

To add an IYC package option, complete the following steps:

1. Sign in to Lighthouse Transaction Manager as an IYC Administrator.
2. From the menu, select **It's Your Card > Packages**.
3. In the Package Options area, complete the following steps:
 - Click **Add Package**.
 - In the Package Description field, enter a description. It will be visible to your customers.
 - In the Package Amount field, enter the cost of the package.
 - Click **Submit**.

SHIFT 4 | Lighthouse Transaction Manager

Welcome, (Acct #24151) | Sign Out

IYC Packages

Transactions - Periodic Billing - It's Your Card - Shift4 Cares - 4Go - 4Word - Settings - User - Help

IMPORTANT: Any changes you make do not get updated until you click the "Submit" button.

Package Options ⓘ

Package Description	Package Amount	Remove	Order
Shopping Spree	1000		1

[Add Package](#)

Fixed Gift Card Values ⓘ

Gift Card Value	Remove	Order
-----------------	--------	-------

[Add Value](#)

[Submit](#)



Tip: If multiple packages are listed under Package Options, change the value in the Order list to arrange how they will appear in the list visible to your customers. Click **Submit** to save the order.

Adding an IYC Fixed Gift Card Value Option

To add an IYC fixed gift card value option, complete the following steps:

- 1. Sign in to Lighthouse Transaction Manager as an IYC Administrator.
- 2. From the menu, select **It's Your Card > Packages**.
- 3. In the Fixed Gift Card Values area, complete the following steps:
 - Click **Add Value**.
 - In the Gift Card Value field, enter an amount.
 - Click **Submit**.

SHIFT 4 | Lighthouse Transaction Manager

Welcome, (Acct #24151) | Sign Out

IYC Packages

Transactions | Periodic Billing | It's Your Card | Shift4 Cares | 4Go | 4Word | Settings | User | Help

Package Options

IMPORTANT: Any changes you make do not get updated until you click the "Submit" button.

Package Description	Package Amount	Remove	Order
Shopping Spree	1000.00		1
Mini Shopping Spree	500.00		2

Add Package

Fixed Gift Card Values

Gift Card Value	Remove	Order
25		1
50		2
100		3

Add Value

Submit

Tip: If multiple values are listed under Fixed Gift Card Values, change the value in the Order list to arrange how they will appear in the list visible to your customers. Click **Submit** to save the order.

Document v2.2 | LTM v4.26.0+
© 2025 Shift4. All rights reserved.
External Use NDA
Page 11 of 35

Editing an IYC Package or Value Option

To edit an IYC package or value option, complete the following steps:

1. Sign in to Lighthouse Transaction Manager as an IYC Administrator.
2. From the menu, select **It's Your Card > Packages**.
3. On the IYC Packages page, click in any field, edit the contents, and then click outside the field to enable the Submit button.
4. Click **Submit**.

Deleting an IYC Package or Value Option

To delete an IYC package or value option, complete the following steps:



WARNING! Deleting a package or value option cannot be undone. In addition, the options will no longer be displayed on your IYC website.

1. Sign in to Lighthouse Transaction Manager as an IYC Administrator.
2. From the menu, select **It's Your Card > Packages**.
3. On the IYC Packages page, click  in the Remove column of the package or value option that you wish to delete.
4. Click **Submit**.

Configuring IYC Shipping

The IYC Shipping page enables IYC Administrators to configure pre-defined shipping options and costs, which allows for easy selection on your IYC website.

Adding an IYC Shipping Option

To add an IYC shipping option, complete the following steps:

1. Sign in to Lighthouse Transaction Manager as an IYC Administrator.
2. From the menu, select **It's Your Card > Shipping**.
3. On the IYC Shipping page, complete the following steps:
 - Click **Add Shipping Option**.
 - In the Shipping Description field, enter a description. It will be visible to your customers.
 - In the Shipping Amount field, enter the cost for shipping.
 - In the Type section, select the desired option:
 - **Non-package:** If selected, this shipping option will be displayed when a gift card that is not a part of a package is added to the cart.
 - **Package:** If selected, this shipping option will be displayed when a gift card that is a part of a package is added to the cart.
 - **Both:** If selected, this shipping option will be displayed when any gift card is added to the cart.



Note: If multiple gift cards are added to the cart that are and are not a part of packages, only shipping options with a type of Both and Package will be displayed when shipping all cards to the same address.

- Click **Submit**.



Tip: If multiple options are listed under Shipping Options, change the value in the Order list to arrange how they will appear in the list visible to your customers. Click **Submit** to save the order.

Editing an IYC Shipping Option

To edit an IYC shipping option, complete the following steps:

1. Sign in to Lighthouse Transaction Manager as an IYC Administrator.
2. From the menu, select **It's Your Card > Shipping**.
3. On the IYC Shipping page, change the type or click in any field, edit the contents, and then click outside the field to enable the Submit button.
4. Click **Submit**.

Deleting an IYC Shipping Option

To delete an IYC shipping option, complete the following steps:



WARNING! Deleting an option cannot be undone. In addition, the option will no longer be displayed on your IYC website.

1. Sign in to Lighthouse Transaction Manager as an IYC Administrator.
2. From the menu, select **It's Your Card > Shipping**.
3. On the IYC Shipping page, click  in the Remove column of the option that you wish to delete.
4. Click **Submit**.

IYC SiteBuilder

IYC SiteBuilder lets the Account Administrator or IYC Site Administrator configure a custom website that customers can use to purchase gift cards (an IYC website).

It's as simple as picking a template, uploading a company logo, selecting a profile image, and picking colors and other style elements. In addition, the site can be previewed before making it available to customers, and when it's ready, just one click will make the site live.

There are two options the Account Administrator gets to choose from when configuring an IYC website:

1. The Account Administrator can create a user in Lighthouse Transaction Manager and assign the IYC Site Administrator role to it. This option allows the newly created IYC Site Administrator to configure the IYC website after the Account Administrator configures the IYC general and custom site settings.
2. The Account Administrator configures the IYC website after configuring the IYC general and custom site settings.



Tip: For additional information on creating or editing users, see the [Managing User Accounts](#) document.

Configuring Custom IYC Settings

To configure custom IYC settings, complete the following steps:



Requirement: The settings outlined in the [Configuring IYC General Settings](#) section must be completed first.

1. Sign in to Lighthouse Transaction Manager as the Account Administrator.
2. From the menu, select **It's Your Card > Settings**, and then click the **Custom IYC Sites** tab.
3. To the right of the Access Token field, click **Set Credentials**.
4. In the Credentials window, complete the following steps:
 - In the Description field, enter a description or leave the default. (The generated Access Token can be located on the API Settings page in Lighthouse Transaction Manager by the description entered in this field. For additional information, see the [Account Administrator Guide](#).)
 - In the Merchant Selection area, select the merchant for which you would like to generate an Access Token. (The merchant selected should correspond to the merchant selected in the Web Merchant field on the General Settings tab of the IYC Settings page.)
 - Click **Submit**.

Credentials

Description * Custom IYC Site - Retail

Merchant Selection

Auto Rental Merchants

☐ hs Demo Auto Rental (464727)

Restaurant/Food Merchants

☐ hs Demo Restaurant (464719)

Hotel Merchants

☐ hs Demo Adv Deposit (464743)

☐ hs Demo Hotel (464701)

Mail Order/Telephone Order Merchants

☐ hs Demo e-Commerce (464735)

Retail Merchants

☒ hs Demo Retail (464693)

Close Submit



Note: The i4Go Site URL field is only displayed to merchants that have it in use with an existing IYC website. Shift4 encourages you to complete step 3 and 4 and then click **Apply**. There will be no interruption in processing; this simply updates the IYC website, allowing transactions to process using an Access Token instead of the i4Go Site URL. After the steps have been completed, the i4Go Site URL will no longer be displayed.

5. In the Site Name field, enter a name. (The name entered should correspond to the name in the Merchant or Web Site Name field on the General Settings tab of the IYC Settings page. It will be visible to your customers.)
6. In the Customer Service Email field, enter the email address that your customers should email if they experience issues using your IYC website. (It will be visible to your customers.)
7. In the Customer Service Phone field, enter the telephone number that your customers should call if they experience issues using your IYC website. (The number entered should correspond to the number in the Customer Service Phone field on the General Settings tab of the IYC Settings page. It will be visible to your customers.)
8. *(Optional)* In the Privacy Policy URL, enter the address to your privacy policy. (It will be visible to your customers.)
9. To configure the physical address, complete the following steps:
 - Enter the address in the appropriate fields:
 - Address 1
 - *(Optional)* Address 2
 - City
 - State or Province
 - Postal Code
 - In the Country list, select the appropriate option.
10. In the Minimum Gift Card Value field, enter the minimum amount for ordering a gift card. (This amount will be displayed and enforced on your IYC website.)
11. In the Maximum Gift Card Value field, enter the maximum amount for ordering a gift card. (This amount will be displayed and enforced on your IYC website.)
12. In the Maximum Message Characters field, enter the maximum number of characters allowed in the Message field. (It will be displayed and enforced when your customers are entering a personal message on your IYC website.)
13. In the Maximum Message Lines field, enter the maximum number of lines allowed in the Message field. (It will be displayed and enforced when your customers are entering a personal message on your IYC website.)

14. In the Shipped to Allowed Countries list, select the desired option:

- **United States only:** Select this option if you would like your customers to be able to ship gift cards to locations only in the United States.
- **United States and Canada:** Select this option if you would like your customers to be able to ship gift cards to locations in the United States and Canada.
- **Worldwide:** Select this option if you would like your customers to be able to ship gift cards to locations anywhere in the world.



Note: The Shipped to Allowed Countries setting will affect what options are displayed in the Country field on your IYC website.

15. In the Shipping Timeframe field, enter how long it will take to ship the order. (This information will be displayed in purchase confirmation emails. For example, if you enter "two business days" in the field, it will be displayed like this, "The order will be shipped within two business days.")

16. In the Shipping Message field, enter a message you would like displayed to your customers regarding shipping.

17. In the Displayed Selections list, select the desired option:

- **Purchase and Balance Inquiry:** Select this option if you would like your customers to be able to purchase gift cards and perform gift card balance inquiries on your IYC website. (This will cause the Gift Card Purchase and Gift Card Balance Inquiry links to be displayed on your IYC website.)
- **Balance Inquiry only:** Select this option if you only want your customers to be able to perform balance inquiries.

18. In the Require Security Code list, select the desired option:

- **Yes:** Select this option if you would like your customers to enter the CSC printed on the gift card when performing a balance inquiry. This will cause the Security Code field to be displayed and required on your IYC website.
- **No:** Select this option if you would like to make entering the CSC printed on the gift card optional when performing a balance inquiry. This will cause the Security Code field to be displayed and optional on your IYC website.
- **Hide security code field:** Select this option if you do not want the Security Code field to be displayed on your IYC website.

19. In the Special Instructions list, select the desired option:

- **Yes:** Select this option if you would like your customers to be able to enter special instructions for you. This will cause the Special Instructions field to be displayed on the Review Order page of your IYC website.
- **No:** Select this option if you do not want the Special Instructions field to be displayed on the Review Order page of your IYC website.

20. In the Enable IYC Site list, select the desired option:

- **Yes:** Select this option if you are ready to process real transactions on your IYC website. (All required configurations must be completed in order to process real transactions, including having configured your gift card website using IYC SiteBuilder.)
- **No:** Select this option if you are not ready to process real transactions on your IYC website.

21. In the Website Home URL field, enter a unique address for your IYC website. (The address should correspond to the address entered in the Web Site URL field on the General Settings tab of the IYC Settings page.)



Note: This information will also be used to generate a unique site ID, which is used to retrieve and display your IYC website when it is accessed by your customers. In addition, the site ID is visible in your IYC website address.

22. Click **Apply**.

SHIFT4 | Lighthouse Transaction Manager

Welcome Administrator (Acct #24151) | Sign Out

IYC Settings

Transactions Periodic Billing It's Your Card Shift4 Cards 40x 40x Settings User Help

General Settings Custom IYC Sites

Access Token: 02089465-0645-3C3B-87A3D26EFC0DF546 [Reset Credentials](#) Access Token corresponds to Demo Retailer (46493) [Show / Hide Help](#)

Site Name: Retail

Customer Service Email: [Redacted]

Customer Service Phone: 912-345-6789

Privacy Policy URL: http://www.company.com/privacypolicy.pdf

Address 1: 7834 Meandering Light Path

Address 2: Suite 27

City: Bend

State or Province: OR

Postal Code: 97701

Country: United States

Minimum Gift Card Value: 50

Maximum Gift Card Value: 1000

Maximum Message Characters: 250

Maximum Message Lines: 4

Ship to Allowed Countries: United States only

Shipping Time Frame: 2 business days

Shipping Message: [Redacted]

Displayed Sections: Purchase and Balance Inquiry

Require Security Code: No

Special Instructions: Yes

Enable IYC Site: Yes

Website Home URL: http://www.company.com
The address of your IYC site is

* indicates a required field

Apply



Tip: In the event you suspect an Access Token for a merchant has been compromised, you can create a new Access Token at any time by clicking **Reset Credentials**, completing step 4 above, and then clicking **Apply**.



Tip: To display inactive or offline accounts within a Centralized Account, click the **Display hidden serials** link. The link is only displayed if there are inactive or offline accounts within a Centralized Account. In addition, whether the IYC website is enabled or not is separate from the account being enabled, inactive, or offline. If an account is inactive or offline and should not be, contact the Shift4 Customer Support team.

Configuring the Gift Card Website Using IYC SiteBuilder

To configure the gift card website using IYC SiteBuilder (an IYC website), complete the following steps:



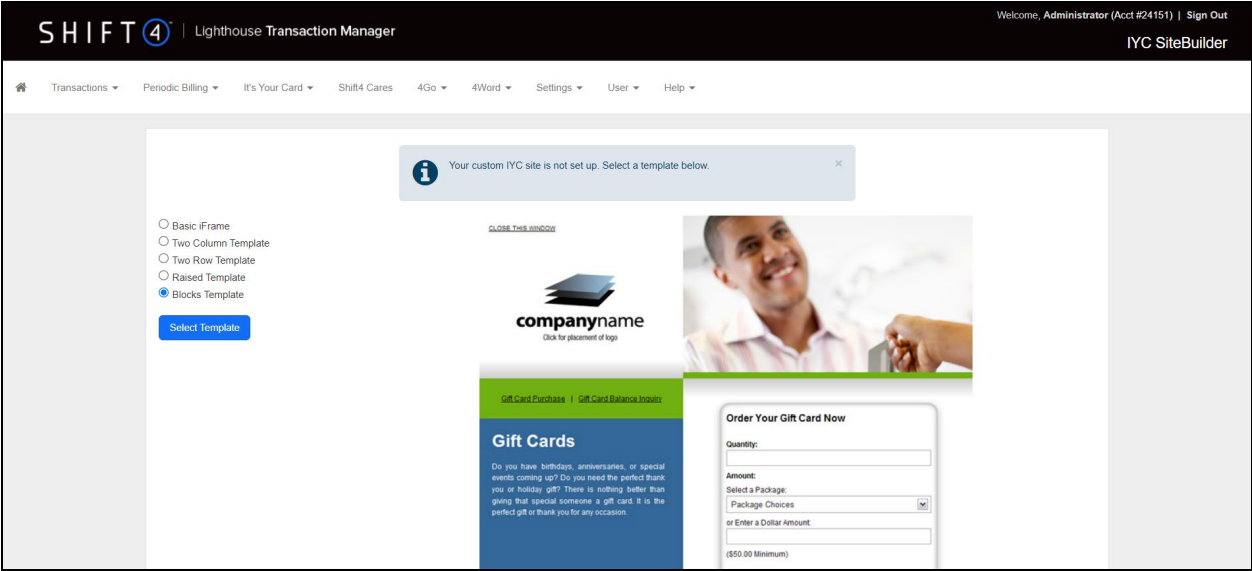
Requirement: The settings outlined in the [Configuring IYC General Settings](#) and [Configuring Custom IYC Settings](#) sections must be completed first.

1. Sign in to Lighthouse Transaction Manager as the Account Administrator or IYC Site Administrator.
2. From the menu, select **It's Your Card > SiteBuilder**.
3. On the IYC SiteBuilder page, complete the following steps:
 - Select the desired template:
 - **Basic iFrame**
 - **Two Column Template**
 - **Two Row Template**
 - **Raised Template**
 - **Blocks Template**



Tip: A preview of the selected template will appear to the right.

- Click **Select Template**.



4. To add your company logo, complete the following steps:

- On the Content tab, click the **companyname** image.
- Click **Choose File** to upload an image.



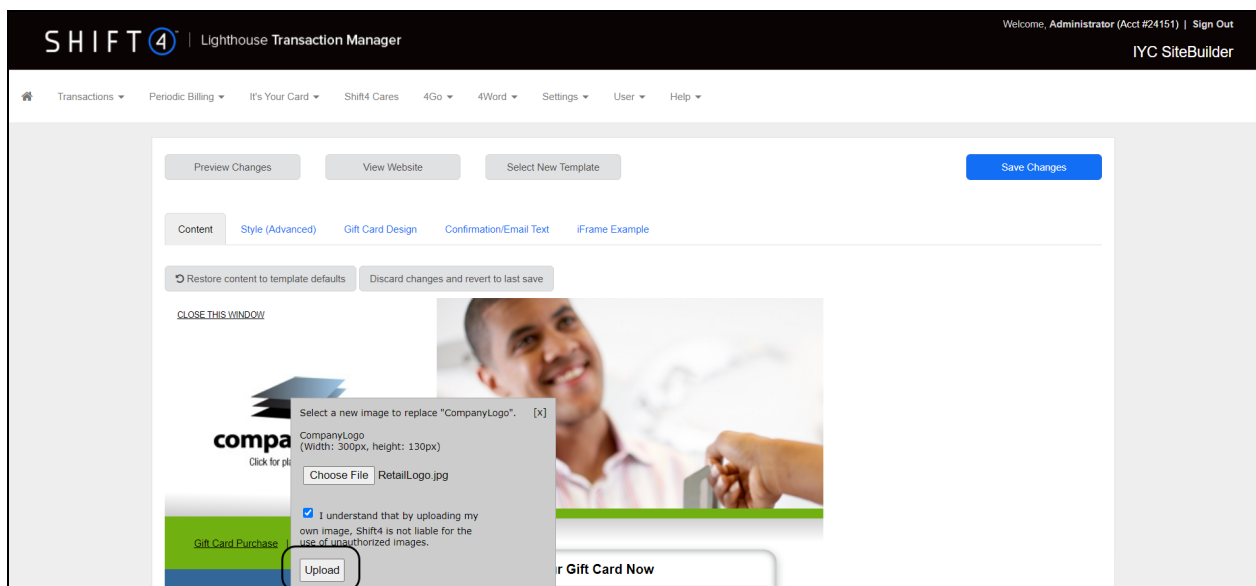
Note: Different Web browsers display different text for uploading an image. For example, in Internet Explorer 11 and Firefox, **Browse** must be clicked to upload an image.

- Select **I understand that by uploading my own image, Shift4 is not liable for the use of unauthorized images.**



WARNING! Shift4 is not responsible for unauthorized images; make sure your image is authorized.

- Click **Upload**.



5. To add a company profile image, complete the following steps:

- Click on the default picture in the template.
- *(If applicable)* Select a default image, and then click **Use selected image**.

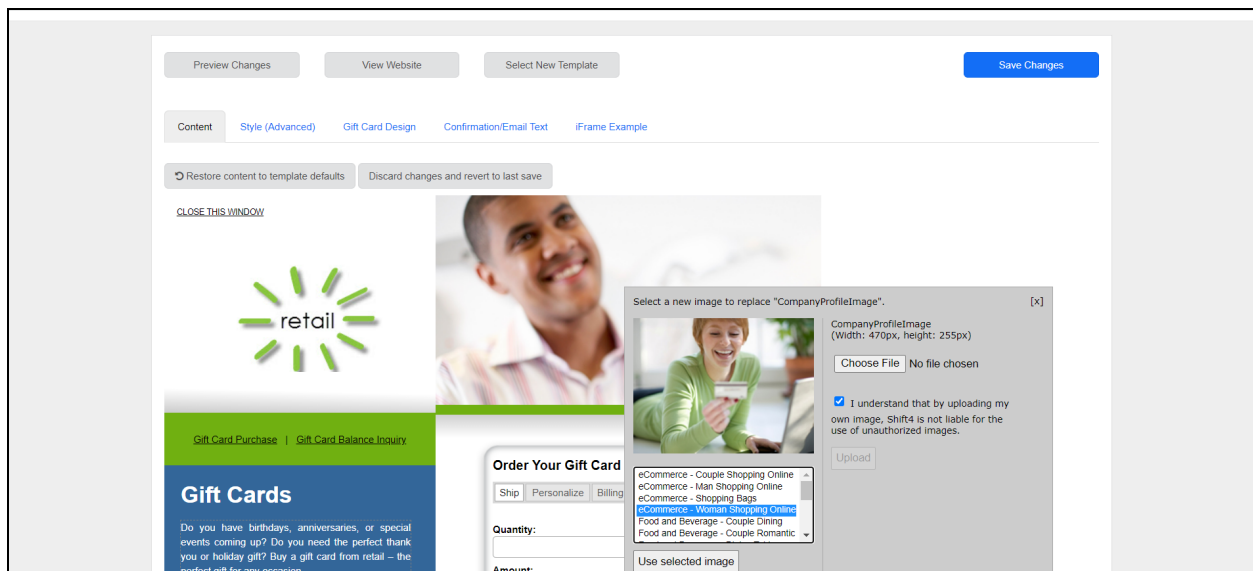


Tip: A preview of the selected image will appear above.

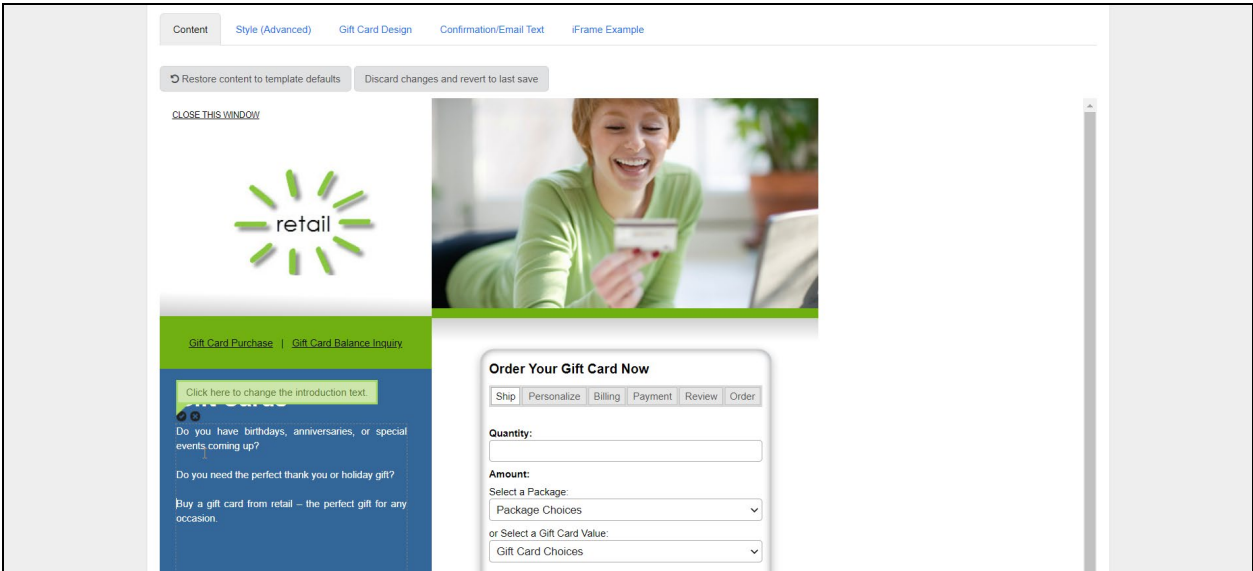
- *(If applicable)* Depending on your Web browser, click **Choose File** or **Browse** to upload an image, select **I understand that by uploading my own image, Shift4 is not liable for the use of unauthorized images**, and then click **Upload**.



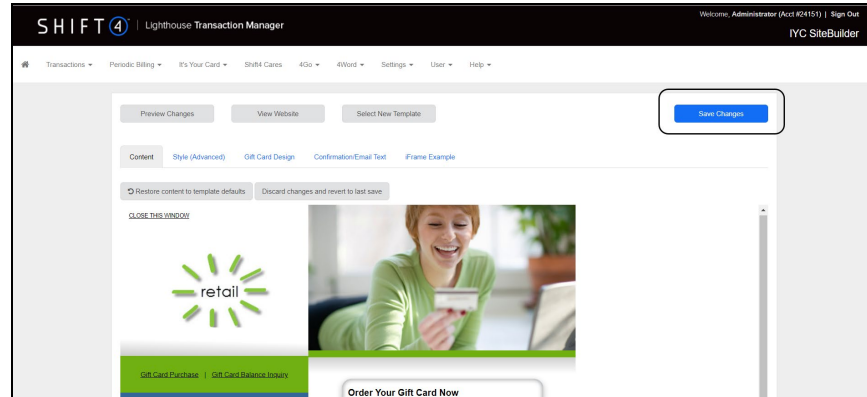
WARNING! Shift4 is not responsible for unauthorized images; make sure your image is authorized.



6. To add text, click in the dotted outline box, enter the desired text, and then click the checkmark to save the text.



- Click **Save Changes**.



Tip: To change advanced style elements, click the **Style (Advanced)** tab, configure the desired settings, and then click **Save Changes**. In addition, you can view your changes before saving them by clicking **Preview Changes**.

- After the configurations have been saved, click **View Website**. (This will not make your IYC website live.)
- Record the address to your IYC website and have a link placed on the merchant's website that directs to it.



Requirement: Record the address to your IYC website and have a link placed on the merchant's website that directs to it. In addition, the Account Administrator will need to sign in to Lighthouse Transaction Manager and enable the IYC website. For additional information, see the [Enabling the Gift Card Website](#) section.

- Continue to the appropriate section:

- (Optional) [Designing Physical Gift Cards](#)
- (Optional) [Designing Electronic Gift Cards](#)
- (Optional) [Configuring Confirmation/Email Text](#)
- (Optional) [Adding an IYC Website in an iFrame](#)
- [Enabling the Gift Card Website](#)

Designing Physical Gift Cards

IYC SiteBuilder lets the Account Administrator or IYC Site Administrator design physical gift cards for customers to choose from when purchasing gift cards on your IYC website.

To design physical gift cards, complete the following steps:



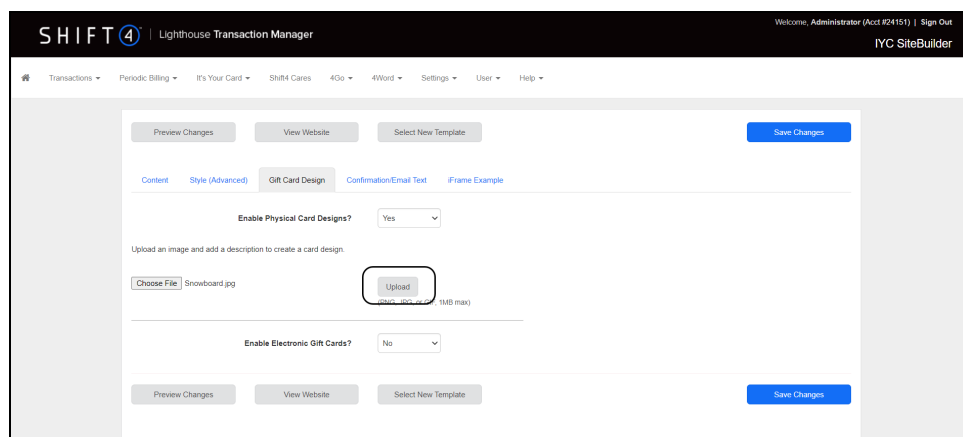
Requirement: The settings outlined in the [Configuring the Gift Card Website Using IYC SiteBuilder](#) section must be completed first.

1. Sign in to Lighthouse Transaction Manager as the Account Administrator or IYC Site Administrator.
2. From the menu, select **It's Your Card > SiteBuilder**.
3. On the IYC SiteBuilder page, click the **Gift Card Design** tab.
4. In the Enable Physical Card Designs list, select **Yes**.
5. Depending on your Web browser, click **Choose File** or **Browse** to upload an image.



Requirement: The image must be a .jpg, .png, or .gif file type and be smaller than 1 megabyte.

6. Click **Upload**.



7. In the Description field, enter a name for the gift card design. (It will be visible to your customers.)
8. Click **Save Changes**.



Tip: The gift card design can be viewed by clicking **Preview Changes**. In addition, you can remove a gift card design by clicking **Delete** next to it. (Deleting a gift card design cannot be undone, and the design will no longer be displayed on your IYC website.)

9. Repeat steps 5-8 until all physical gift cards have been designed.
10. Continue to the appropriate section:
 - (Optional) [Designing Electronic Gift Cards](#)
 - (Optional) [Configuring Confirmation/Email Text](#)
 - (Optional) [Adding an IYC Website in an iFrame](#)
 - [Enabling the Gift Card Website](#)

Designing Electronic Gift Cards

IYC SiteBuilder lets the Account Administrator or IYC Site Administrator design electronic gift cards for customers to choose from when purchasing gift cards on your IYC website.



Note: Electronic gift cards are subject to the inherent risks of email. If Enable Electronic Gift Cards is not enabled on the Gift Card Design tab and it should be, the Account Administrator must contact the Shift4 Customer Support team.

In addition, electronic gift cards must be manually fulfilled using Order Fulfillment in Lighthouse Transaction Manager. Electronic gift cards are not automatically fulfilled and should not be included in packages with physical items.

To design electronic gift cards, complete the following steps:



Requirement: The settings outlined in the [Configuring the Gift Card Website Using IYC SiteBuilder](#) section must be completed first.

1. Sign in to Lighthouse Transaction Manager as the Account Administrator or IYC Site Administrator.
2. From the menu, select **It's Your Card > SiteBuilder**.
3. On the IYC SiteBuilder page, click the **Gift Card Design** tab.
4. In the Enable Electronic Gift Cards list, select **Yes**.
5. Click **Add New**.
6. *(If applicable)* If electronic gift cards have already been designed, in the Add New window, select the desired template from the list and then click **Add**.
7. In the Drag...section, complete the following steps:
 - In the Description field, enter a name for the gift card design. (It will be visible to your customers.)
 - In the Subject field, leave the default or enter the text that will be displayed in the Subject line of the email.



Tip: To automatically insert “To” and “From” names or email addresses in the Subject field, select the desired option from the Insert Into Subject list, place your cursor in the appropriate area of the Subject field, and then click **Insert Into Subject**.



Important: Once **Yes** is selected in the next step, it cannot be cleared. You must select another electronic card design as the default in order to clear the selection on this design.

- *(If applicable)* To make this design the default electronic gift card design, in the Default area, select **Yes**.
 - *(Optional)* To change the background, complete the following steps:
 - Click anywhere in the background area.
 - *(If applicable)* In the background color field, enter a value or click the color box, select a color, and click  to close the color picker window.
 - *(If applicable)* In the Upload image area, depending on your Web browser, click **Choose File** or **Browse** to upload an image as the background image.
 - *(If applicable)* In the Repeat image list, to repeat your image in the background, select the desired option.
 - Click **Save**.
 - To add a company logo, click **Click to add your logo** and complete the following steps:
 - Depending on your Web browser, click **Choose File** or **Browse** to upload an image.
-



Requirement: The image must be a .jpg, .png, or .gif file type and be smaller than 1 megabyte.

- Click **Upload**.
-



Tip: If the image should be displayed behind other sections in the design, click the logo and then click **Put image behind all other elements**.

- (Optional) Click  in any text field to edit the font, size, color, style, or alignment.



Note: Not all editing options are available on text fields. In addition, some text is not editable since the information is configured on other pages in Lighthouse Transaction Manager. (For additional information, see the [Configuring IYC General Settings](#) and [Configuring Custom IYC Settings](#) sections where configurations that are visible to your customers are noted.)

- (Optional) When  is displayed over a text or logo area, click and drag the area to the desired location.
 - (Optional) To change the Shift4 logo displayed in the design, click it. There are multiple Shift4 logos to choose from and continuing to click the area will loop through the options. There is a No Image option that can be selected, too.
8. When you have finished configuring the electronic gift card design, click **Save Changes**.

Drag and resize the background and all outlined elements. Click on an element (including the background itself) to edit its settings.

Description: Retail

Subject: [To Name] You've received an Electronic Gift Card [From Name] From Name: [v] Insert Into Subject

Default?: ☒ Yes

Template Override: [v]

Retail
7826 Meandering Light Pkwy
Suite 27
Bend, OR 97701

retail

To: Jane Doe (janedoe@example.com)
From: John Doe (johndoe@example.com)
[This message will be entered by the person purchasing]

Amount: \$0.00

Gift Card Number: 1234567890123456

Security Code: 123

Expiration Date: 12/2023

[Add any special instructions, disclaimer information, expiration date or any other details regarding the use of this gift certificate.]

POWERED BY **SHIFT4**

Preview Changes View Website Select New Template **Save Changes**

9. Continue to the appropriate section:

- (Optional) [Configuring Confirmation/Email Text](#)
- (Optional) [Adding an IYC Website in an iFrame](#)
- [Enabling the Gift Card Website](#)

Configuring Confirmation/Email Text

IYC SiteBuilder lets the Account Administrator or IYC Site Administrator configure the confirmation email message and thank you page with user defined text that is populated from the purchase with customer specific information. In addition, some information is populated from configurations made on other pages in Lighthouse Transaction Manager. (For additional information, see the [Configuring IYC General Settings](#) and [Configuring Custom IYC Settings](#) sections where configurations that are visible to your customers are noted.)

To configure confirmation/email text, complete the following steps:

1. Sign in to Lighthouse Transaction Manager as the Account Administrator or IYC Site Administrator.
2. From the menu, select **It's Your Card > SiteBuilder**.
3. On the IYC SiteBuilder page, click the **Confirmation/Email Text** tab.
4. The Confirmation Email section displays the default text used in confirmation emails. The Thank You Page section displays the default text that a customer will see after making a purchase. The fields are populated by the information obtained during the purchase or from configurations made on other pages in Lighthouse Transaction Manager.

SHIFT 4 | Lighthouse Transaction Manager Welcome, Administrator (Acct #24151) | Sign Out

IYC SiteBuilder

Transactions Periodic Billing It's Your Card Shift4 Cares 4Go 4Word Settings User Help

Preview Changes View Website Select New Template Save Changes

Content Style (Advanced) Gift Card Design **Confirmation/Email Text** Frame Example

You can customize the order confirmation email and thank you page text.

Confirmation Email Edit

Dear **Customer First Name**,

Thank you for your Gift Card purchase from **Retail**. The order will be shipped within **2 business days**.

If we may be of further assistance, please contact us via email at **Customer Email** or call **012-345-6789**. For your reference, the confirmation number for this order is **invoice Number**.

Thank you again for giving the gift of **Retail**.

Retail
7250 Alexander Light Pkwy
Suite 27
Bend, OR 97701
503-345-6789

Copy of Invoice

Purchase and use of this Gift Card constitutes acceptance of the following terms and conditions. The Gift Card must be presented at time of redemption. The available balance will be applied toward purchase or redemption. This Gift Card may only be used for purchases, services or redemption at the **Retail**. The value on this Gift Card will not be replaced if the card is lost, stolen, altered, destroyed or used without your permission. No cash back will be given with purchases.

To review the **Retail** privacy policy, please visit <http://www.company.com/privacypolicy.pdf>.

Copyright (c) 2021 **Retail**. All rights reserved.

Thank You Page Edit

Your payment has been authorized and your order will be shipped, usually within **2 business days**. A confirmation of this order has been sent to **Customer Email**. A second confirmation will be sent when the order is processed.

If you have any questions concerning this order, feel free to send an email to **Customer Email** or call **012-345-6789**. Please reference order **invoice Number**.

Warm regards,
Retail

Preview Changes View Website Select New Template Save Changes

5. Use the default text in the Confirmation Email or Thank You Page sections, or to change the text, complete the following steps:
 - In the desired section, click **Edit**.
 - Click in the message body to change, delete, or add text.
 - In the Insert list, select a field that will be populated from customer supplied data, place your cursor in the appropriate area of the message body, and then click **Insert**.
 - When you have finished editing the text, click **Save**.



Tip: To restore the default text, click **Edit** in the desired section and then click **Restore Default**.

6. Click **Save Changes**.

Copy of Invoice

Purchase and use of this Gift Card constitutes acceptance of the following terms and conditions: The Gift Card must be presented at time of redemption. The available balance will be applied toward purchase or redemption. This Gift Card may only be used for purchases, services or redemption at the Retail. The value on this Gift Card will not be replaced if the card is lost, stolen, altered, destroyed or used without your permission. No cash back will be given with purchases.

To review the Retail privacy policy, please visit <http://www.company.com/privacypolicy.pdf>

Copyright (c) 2021 Retail. All rights reserved.

Thank You Page

Site URL:

Your payment has been authorized and your order will be shipped, usually within [Shipping Timeframe]. A confirmation of this order has been sent to [Customer Email]. A second confirmation will be sent when the order is processed.

If you have any questions concerning this order, feel free to send an email to [Support Email] or call [Support Phone]. Please reference order #[Invoice Number].

Warm regards,
[Site Name]
[Site URL]

4090 characters remaining

7. Continue to the appropriate section:
 - [*\(Optional\) Adding an IYC Website in an iFrame*](#)
 - [*Enabling the Gift Card Website*](#)

Adding an IYC Website in an iFrame

The iFrame Example tab is available on the IYC SiteBuilder page to the Account Administrator or IYC Site Administrator.

The content on the tab is intended for Web developers. After the Account Administrator or IYC Site Administrator configures all required IYC settings, a Web developer can embed your IYC website using an iFrame.

For additional information, see the iFrame Example tab on the IYC SiteBuilder page in Lighthouse Transaction Manager.

Now, your IYC website should be completely configured and ready for use. Continue to the [Enabling the Gift Card Website](#) section.

Enabling the Gift Card Website

After all required IYC settings are configured and the gift card website has been built with IYC SiteBuilder, the IYC website must be enabled by the Account Administrator.

To enable the IYC website, complete the following steps:

1. Sign in to Lighthouse Transaction Manager as the Account Administrator.
2. From the menu, select **It's Your Card > Settings**.
3. Click the **Custom IYC Sites** tab.
4. In the Enable IYC Site list, select **Yes**.



Important: This setting allows you to enable or disable your IYC website. If this field is set to Yes, the IYC website will be accessible to everyone online. If it is set to No, a message will be displayed saying it is disabled when a user attempts to access it.

5. Click **Apply**.