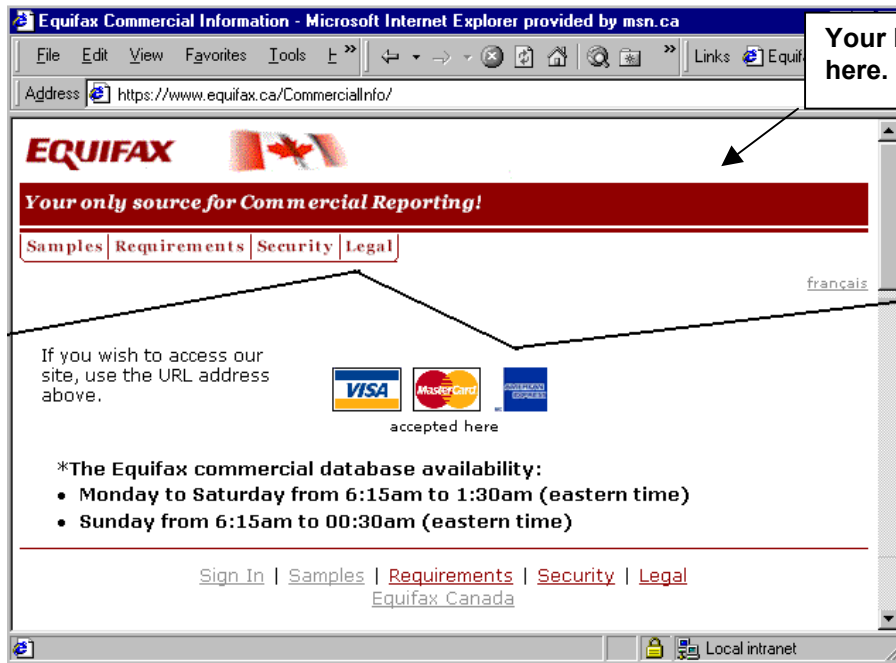


# EQUIFAX B2B LINK

**F**ROM YOUR SITE TO OURS...MAKING THE CONNECTION TO THE EQUIFAX *CommercialInfo* SITE, CANADA'S LEADING WEB SITE FOR RESEARCHING BUSINESS DATA ON 2 MILLION COMPANIES.



Your logo can go here.

Expand the utility and attractiveness of your site by offering your visitors hyperlink access to the most comprehensive commercial credit reporting site in Canada. This site can provide reports to your customers on 2 million businesses in Canada.

Here's a quick technical guide for setting up your B2B link to Equifax's *CommercialInfo* Web site.

## What does Equifax need from you?

- The anticipated target date for activating with the Equifax site.
- URLs of all pages at your site where the link to Equifax will be placed.
- If co-branding is required:
  - An image of your company logo in a gif format with a maximum size of 200 x 40 pixels. We use the gif to co-brand the *CommercialInfo* Web site.
  - The URL that returns users to your site.

## How does the link work?

- You direct your customers to Equifax using one of the following links:
  - English: [https://www.equifax.ca/commercialinfo/home.asp?ref=your\\_http\\_Referrer](https://www.equifax.ca/commercialinfo/home.asp?ref=your_http_Referrer)
  - French: [https://www.equifax.ca/commercialinfo/french/home.asp?ref=your\\_http\\_Referrer](https://www.equifax.ca/commercialinfo/french/home.asp?ref=your_http_Referrer)
- Equifax retrieves the HTTP\_Referrer.
- Equifax strips any QueryString value.
- Equifax uses the stripped HTTP\_Referrer value to do a database lookup.
- Equifax creates a HTTP Cookie with the Referrer ID value.
- Equifax uses the Referrer ID to apply the proper report pricing arrangements.

## JavaScript

- The Equifax *CommercialInfo* web site does **not** accept the following JavaScript:

```
function openWin(pageName) {  
    var features = 'status=no,scrollbars=yes,width=628,height=385'  
    window.open(pageName,"winUG", features )  
}
```

← This is an example of an incorrect JavaScript format.

Note: You may contact the Customer Access Support Team (CAST) at 1 877 259 2090 if you require more information.