# Google Cloud Marketplace Customer Introduction to Agency Model

## Frequently asked questions (FAQs)

### Agency Model

#### What is changing?

Google Cloud Marketplace is transitioning from a Merchant of Record model to an Agency Model for Marketplace transactions. Agency model transaction capability will begin in Q4 of 2023 and eligibility will begin with a subset of US-based partners and US-based customers.

#### What is an agency model?

Under an agency model for Marketplace transactions, Google's role will change from being the Merchant of Record (i.e., seller of record) to the agent for Marketplace Vendors (3rd Party Independent Software Vendor), where Google facilitates and processes the transaction, but is not the seller of record.

#### What are the benefits for customers?

The agency model will enable more ISVs to join the Marketplace ecosystem and increase the variety of products available for customers to purchase.  With increased selection, customers will have more opportunities to centralize procurement and draw down their commitments.

#### What is the release timeline and who will be eligible?

Agency model transactions will begin in Q4 of 2023 in agency-supported regions - with all customers, new partners, and a subset of existing partners. 2024 will be focused on agency enablement of the remaining US partners, and expanding agency into new countries outside of the US.

#### How do I tell if a transaction was completed under the agency model?

Google systems will notify customers during the Marketplace purchase experience that an upcoming private offer or self-serve purchase will fall under the agency model. When the customer enables billing export, agency transactions will be indicated in the "transaction_type" column.

### Will the transition to agency impact new or existing Marketplace transactions?

Transactions will be processed under an agency model once an eligible partner and eligible customer have accepted relevant agreements (Marketplace Vendor Agreement for partners and Marketplace Terms of Service for customers) and, if required, completed identity verification. Until then, new and existing Marketplace transactions will not be impacted.

### Will Google Cloud Marketplace continue to operate a Merchant of Record model?

Google Marketplace will continue to support a Merchant of Record model during this transitional period.  When a transaction is not eligible for the agency model, it will continue to be processed under the Merchant of Record model and there will be no change to the current experience or reporting.

### When would a transaction not be eligible for the agency model?

During this transitional period, agency eligibility will be limited by geographic location (for example, a partner or customer may be located in a country where the agency model is not yet supported).

## Eligibility Requirements

### What actions are required to participate in the agency model for Google Cloud Marketplace?

- Customers must be located in a region supported by agency.
- If required, customers must complete Know Your Customer identity verification (KYC). Google's KYC Operations team will contact you via email with a request to submit information if identity verification is needed.

## Know Your Customer Identity Verification (KYC)

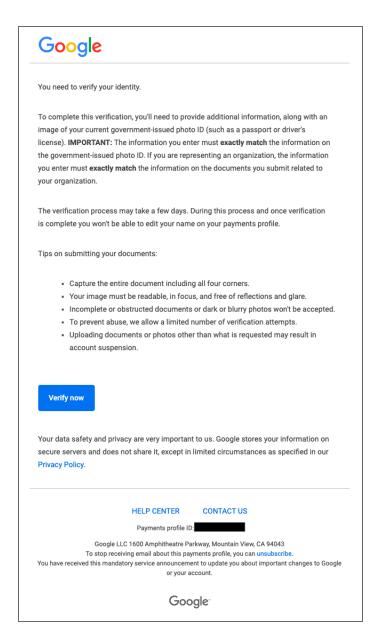### What is the Know Your Customer (KYC) verification process?

Know Your Customer (KYC) is a standard due diligence process to verify the identity of a partner or customer. Compliance with KYC regulations helps ensure Google Cloud Marketplace is a safe and trusted platform.

### Why might we ask you to complete the KYC verification process?

- To verify your identity when you complete a transaction with Google Cloud Marketplace.
- We find unusual activity or transactions.
- We need more information for legal or regulatory reasons.

### How would I know that I need to provide KYC information?

All of the customers that are required to complete the KYC verification will receive an email and an in-account notification via a red banner.  The email notification to complete KYC identity verification will be sent to the Payment Profile contact list, with the subject: "You need to verify your identity" from "cloudplatform-noreply@google.com." See the image below for a sample of the email. By clicking the "Verify now" button, you will be navigated to the Payments Profile page to submit the required KYC information.

For more information visit **cloud.google.com**

## What is the deadline for completing KYC?

Once notified, customers will have 30 days to submit their KYC information. If the required details have not been submitted by the end of the 30th day, customers risk being unable to use Marketplace features.

## How long does the verification process take?

Google can complete the identity verification process within a few business days after the required information has been submitted. The process may take longer if more information or correspondence is required.

For more information visit **cloud.google.com**

### What information might be requested?

To complete verification, you may be asked to provide:

- Customer Name
- Customer Address
- Customer Tax ID

We may also ask for additional information such as the list of executive & ultimate beneficial owners and additional documentation (e.g., government issued IDs, business registration documents).

### How will my info be used?

Google uses the info you provide to:

- Verify your identity.
- Protect against fraud and abuse.
- Improve verification services for Google products.

Your verified info, like name and address, is stored with your Google Payments Profile in your Google Account. You can manage your verified info at payments.google.com.

### I didn't receive an email for verification. What should I do?

Only the customers that meet certain criteria will be contacted to submit their KYC information. The email notification will be sent to the Payment Profile's contact list, so please make sure these contact lists are up-to-date and checked regularly.

### How can I see the status of my KYC Verification?

Once you have submitted all the relevant information, Google will notify you on the progress and completion of the verification process.

### How can I proactively provide this information?

Contact your Cloud Account Manager to learn more about KYC identity verification and what you need to prepare to complete the process.

### Where should I go if I have any questions about the KYC process?

Please contact Cloud Billing Support with any queries regarding Identity Verification Status.

## Add a New User to your Payment Profile

**How can customers add a new user to their Payment Profile to complete KYC identity verification (e.g., the current admin is not the right person to complete the identity verification or the current admin is no longer at the company)?**

To add users to their payment profile, customers can open a case from the Cloud Console to contact the Cloud Billing Support team.  Please include in the details of the request that you would like to add a new user to the Payments Profile to perform KYC identity verification.

## Support

**Where can I go if my question is not answered here?**

Please contact Cloud Billing Support.