



Virtual Business Card (vCard) FAQ

What is a vCard?

A vCard (Virtual Contact File) is a digital business card that makes it easy to share contact information in a standardized format. Turning this feature on will allow visitors on your landing page or website to download your contact details directly to their computer or mobile device, making it convenient for them to save, access, and share your information.

How do I set up my vCard?

- **If you have a website with FMG**, you will enable your vCard through the team member section: <https://help.fmgsuite.com/en/vcard-contact-download#WebsiteTeamMembers>
**Please note: you must be logged into Marketing Suite/FMG to access knowledge base links*
- **If you have a landing page with FMG**, you will enable your vCard through the landing page design section: <https://help.fmgsuite.com/en/vcard-contact-download#MarketingSuite>

What are the compliance requirements for vCards?

- **If you market under the Equitable Advisors brand:** the company name field on your profile must read as follows "Equitable Advisors, LLC (Equitable Financial Advisors in MI and TN)"

The screenshot shows a profile setup form with a left-hand navigation menu. The menu includes: Profile (selected), Contact Information, Portrait Image, Logo, Locations, Disclosures, Social Media, and Contacts. The main form area is divided into several sections: 'Display Name' with a text box containing 'Mary Gilbert Financial Group'; 'Title' with a text box containing 'Financial Professional'; 'Designations' with a text box containing 'e.g., Chartered Financial Analyst (CFA), Certified Tax Specialist (CTS)' and a note 'Separate multiple designations with a comma.'; 'Company Information' which includes a 'Company Name' field (highlighted in yellow) containing 'Equitable Advisors, LLC (Equitable Financial Advisors in MI and TN)' and a 'Company Sub Title' field containing 'Extension of your company title'.

- **If you brand under a DBA:** you must use your DBA name as approved by compliance in this field
- **Required Disclosures:** you must have the appropriate disclosure applied within your website/landing page disclosure field to use the v-card functionality. If you are not sure of the appropriate disclosure for your profile, please review this [disclosure document](#).

What fields will appear in my vCard?

- Please review this [FMG knowledge base article](#) to learn more about what fields are pulled into your virtual business card. *A note for website owners:* If you add a vCard to a team member's profile on your website - the company name in their vCard will pull what is listed on the website owner's 'company name' field, **not** their individual 'company name' information from their profile.