

# The Visa Prepaid Card

## A Card of Many Designs

### The Visa Prepaid Card — a Card of Many Designs

A Visa Prepaid Card is a payment card containing a preset amount of funds that can be used anywhere in the world Visa cards are accepted. Several Canadian Visa Prepaid Card programs have been launched, and there are more on the way. The majority of these programs are “Gift Card” programs.

### How Do You Know It's a Valid Visa Prepaid Card?

Some Visa Prepaid Cards have the new Visa logo, and some still have the old Visa logo. The majority of Visa Prepaid Cards are unembossed, meaning they have no raised letters or numbers.





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### Processing Transactions

#### Accepting the Visa Prepaid Card for Payment

Ask the cardholder how much to deduct from their *Visa* Prepaid Card. Then follow the same procedures as you do with a *Visa* credit card — swipe the card, enter the amount and **obtain an online authorization**. Ask the cardholder to sign the purchase receipt. The customer's signature should match the signature on the back of the card. If the card has not been signed, have the cardholder sign it. **It is the cardholder's responsibility to know his/her balance**. If the value of the purchase is greater than the *Visa* Prepaid Card balance, the transaction will be declined.

#### Processing Unembossed Cards

Unembossed cards can be used only at electronic terminals that can obtain immediate online authorization. This requirement is aimed at "card-not-present" chargebacks and helps prove the card was present at the time of the transaction.

Note: Where online terminals are unavailable, you may follow existing procedures for off-line, paper-based, or call-in authorizations. However, should the transaction be disputed by the Issuer, you, as the merchant, are at risk of a "Missing Imprint" or "card-not-present" chargeback.

#### Split Transactions

If the purchase amount exceeds the value contained in the *Visa* Prepaid Card, the cardholder may ask to split the purchase between two forms of payment. This can be done, provided your store policy and/or transaction processes allow(s) for split transactions. In these cases the cardholder must inform you of the amount to be deducted from the *Visa* Prepaid Card and the payment method they wish to

use to cover the balance of the purchase e.g. credit card, debit card, or cash. Visa is working on a solution that will enable Issuers to provide balance information to Acquirers and merchants.

#### Restaurants and Hotels—Tips and Other Potential Expenses

Restaurants and hotels often factor in the tip or other potential expenses when authorizing purchase transactions. If the total amount including the estimate for the tip exceeds the balance on the card, the transaction will be declined. If the cardholder knows their balance, the transaction should be authorized for approximately 20 percent less than the remaining balance. They should then use another payment method (credit card, debit card, cash or cheque) to cover the difference.

#### Returns

The cardholder should have the *Visa* Prepaid Card they used to make the purchase and the purchase transaction receipt in order to return an item. Funds credited back to a customer's *Visa* Prepaid Card may take three to seven business days to process. If the customer does not have their *Visa* Prepaid Card or if the Prepaid Card has expired, refer to your store return policy.

#### Voided Transactions

You can void a purchase on a *Visa* Prepaid Card as you would for any other *Visa* card transaction. If asked, be sure to inform the customer that it may take up to seven business days before the funds become available on the card.

For additional information, please contact your merchant services provider or visit:

[www.visa.ca/en/merchant/acceptingvisa/giftcards.cfm](http://www.visa.ca/en/merchant/acceptingvisa/giftcards.cfm)