

Quick Reference Guide



Visa® Debit Introducing the next generation of debit



How to process Visa Debit cards in store



Introducing Visa Debit

Visa Debit is a chosen method of payment in 130 countries! Now it's available in Canada. With the enhanced security of Visa Debit, Canadian cardholders can pay directly from their bank account for purchases in store, online, and through mail and telephone orders, in Canada and around the world. By accepting Visa Debit, you give your customers more payment options. You also enhance your own potential to increase sales, speed up service, and serve a wider customer base.

How does it work?

Visa Debit works like existing Canadian debit cards and transactions are processed the same way as any other chip & PIN transaction. The purchase amount is automatically debited from the cardholder's bank account, with no need for signatures or handling of cash.

Visa Debit is the only debit card to offer Visa's Layers of Security

Features such as the Visa Zero Liability Policy, Verified by Visa, AVS (Address Verification Service) and CVV2 (three-digit code) all help protect your customers and make Visa Debit payment safer by preventing fraud.

How to process Canadian-issued Visa Debit cards

In-store transactions using chip terminals**

1. The customer inserts the Visa Debit card into your chip-reading terminal
2. The customer selects Visa Debit*
3. The customer confirms the purchase amount and enters their PIN
4. Funds are transferred from the customer's bank account to the store's account in the same way as other Visa transactions
5. The sales receipt is printed and the customer removes the Visa Debit card from the chip terminal

Visa payWave™/Mobile Payment transactions

- > Visa Debit payWave/Mobile Payment transactions are processed the same way as Visa payWave credit card transactions

Online, mail and telephone transactions

- > Online, mail and phone-order transactions using Visa Debit are processed the same way they would be using a Visa credit card

How to recognize a Visa Debit card

A Visa Debit card bears the Visa logo plus a "Debit" source of funds identifier, along with a number of other special features that can help you identify the card quickly and easily:



Not all Visa Debit cards look alike. Some may have other acceptance marks and foreign Visa Debit cards may not have a chip.

* Screen prompts may differ depending on POS.

** Only merchants who are chip-enabled can process Visa Debit transactions. If you are not chip-enabled the transaction will default to Interac when the card is swiped.

Frequently asked questions

I already accept debit — what makes Visa Debit different?

Visa Debit is different from other forms of debit because:

- > Visa Debit can be accepted electronically, so your business may benefit from increased online, mail and phone-order transactions
- > With the Visa payWave contactless feature, Visa Debit can help speed up your checkout
- > Visa Debit has the benefits of chip technology built right in — it's the only debit card backed by Visa's Layers of Security
- > Visa Debit cardholders can take advantage of the same contests and offers available to Visa credit cardholders

Visa Debit operates on the chip platform and integrates seamlessly with existing chip-enabled systems. If you have a chip-reading terminal, you may be ready to begin accepting Visa Debit.

Are Canadians now using Visa Debit?

Canadian Visa card issuers will begin rolling out Visa Debit cards in the fall of 2009.² Specific card numbers depend on Visa Debit issuer plans and customer demand. Research shows that Canadians who currently use debit cards would use Visa Debit, in some cases replacing the use of credit cards or cash.³

How will customers know I accept Visa Debit?

An acceptance mark should be displayed in your store or on your website. Visa Debit decals will be provided to you by your Acquirer/Payment Processor. Guidelines for decal placement and website messaging are online at www.visa.ca/merchant. During transactions, your

customers will be given the choice of either Visa Debit or Interac when they insert their Visa Debit card into your chip-reading terminal.

Do Visa Debit cards have a magnetic stripe? Can they be swiped?

Although merchants will need to be chip-enabled in order to accept Visa Debit transactions, Canadian Visa Debit cards have a magnetic stripe on the back of the card; however, if the Visa Debit card is swiped on a chip terminal, the cardholder will be prompted to insert the card. If the Visa Debit card is swiped on a magnetic stripe terminal, the transaction will be processed as an Interac transaction.

Do Visa Debit transactions require a signature?

No, a signature is not required to process Canadian Visa Debit cards; they use a PIN instead of a signature to authenticate the transaction. For contactless transactions using Visa payWave and Mobile Payment, neither a PIN nor a signature is needed.

How do I process foreign Visa Debit cards?

Foreign Visa Debit cards containing a chip are processed the same way as any other chip & PIN transactions are processed now: the card is inserted into the chip-reading terminal and the cardholder enters their PIN to complete the transaction.

Foreign Visa Debit cards that don't have a chip require that the card be swiped and the cardholder sign the transaction record, the same way these cards are processed today.

The benefits of using Visa Debit have made it the most widely used payment card in the world.⁴

To learn more contact your Acquirer/Payment Processor. To find out more about the benefits of Visa Debit and to receive in-store and online acceptance marks as well as reference materials to share with staff, please visit the merchant resources section on visa.ca: www.visa.ca/merchant.

¹ Visa USA annual reporting — four quarters ending June 30, 2008

² Based on Visa Debit issuer plans

³ Visa Debit Mass Market Quantitative Study — Ipsos-Vantis, October 2007

⁴ www.corporate.visa.com