



All about Visa Debit



More choice for
customers – more
sales potential
for merchants

Canadian consumers are discovering the advantages of using **Visa Debit** – while more and more merchants are discovering the benefits of offering it as a payment option to their customers.

What is Visa Debit?

Visa Debit allows customers to make online, over-the-phone and mail order purchases, as well as recurring payments, directly from their bank account via the Visa network. Plus, when shopping at stores outside of Canada, they can pay with Visa Debit[†] anywhere Visa is accepted.

Visa Debit is convenient.

The simple fact is, many Canadian consumers like to pay by debit – so by offering Visa Debit as an option, you're giving them exactly what they need to pay the way they want. It's no wonder then that more than 34,000 Canadian merchants now accept Visa Debit – a number that continues to grow.

Visa Debit increases sales potential.

Visa Debit reaches customers who may not have access to a Visa credit card, such as youth and new Canadians – plus the millions of shoppers who simply prefer to pay by debit[†].

Visa Debit is secure.

Visa Debit is backed by Visa's Layers of Security – which includes *AVS*, *CVV2*, *Verified by Visa* and more. So customers can have peace-of-mind when they shop.

Visa Debit offers seamless integration.

Customers never leave your site when they pay with Visa Debit – they simply enter their information, just like when paying with a Visa credit card. What's more, the back-end processing follows the same procedures as Visa credit.





Canadian banks have introduced Visa Debit products in the marketplace.



Visa Debit allows customers to make online, over-the-phone and mail order purchases, as well as recurring payments, directly from their bank account via the Visa network. In addition to card-not-present transactions like those just mentioned, the **CIBC Advantage Debit Card**, **TD Access Card**, **Scotiabank Regular** and **Scene ScotiaCard** debit cards can also be used at point-of-sale. Point-of-sale transactions are processed as an Interac transaction in Canada, but as a Visa transaction outside of Canada wherever Visa is accepted.

The **RBC Virtual Visa Debit** and the **Free The Children RBC Virtual Visa Debit** cards are used for card-not-present transactions only, such as online, over-the-phone and mail order purchases. In addition, it can also be used for recurring payments. Because these cards are for card-not-present transactions, a chip or magnetic strip is not required. Instead the cards contain a 16-digit number, expiry date, and 3 digit security code (CVV2).



For more information please visit visa.ca/merchant/debit

* Virtual Visa Debit is accepted online, over the phone and by mail only.

¹ Global Brand Equity Tracker (GBHT), September 2010.

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