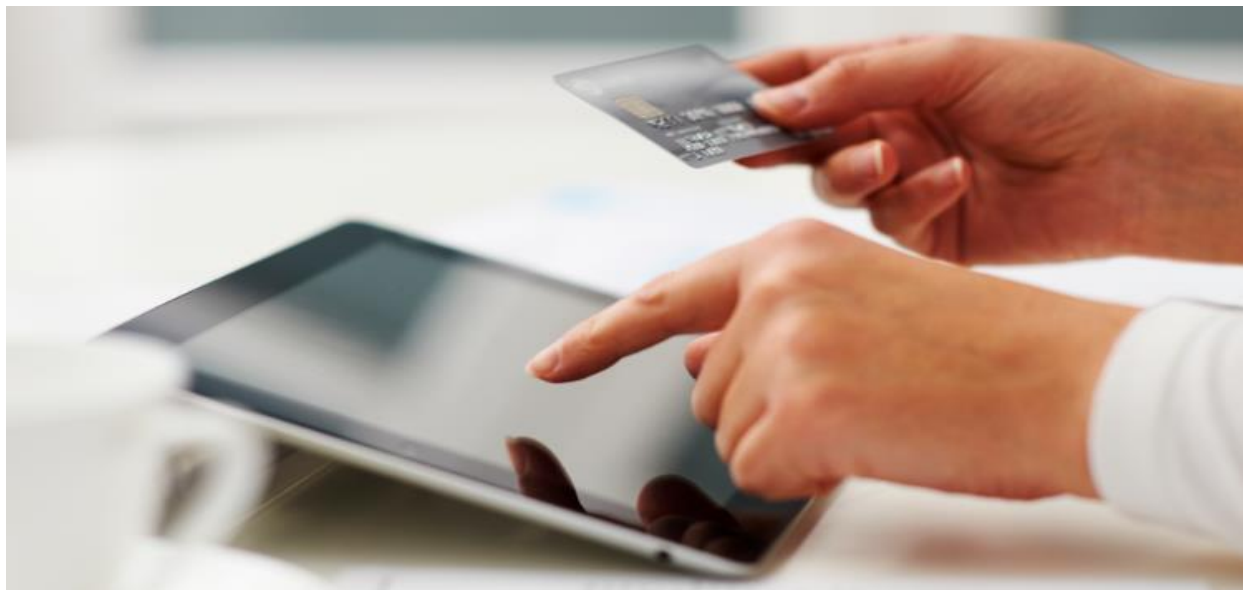




The Visa Service Fee Program in Canada

A program for select merchant categories



The **Visa Service Fee Program in Canada** ("Program") covers **card-absent transactions** (online, mail order and telephone order) for select merchant categories and allows the merchant or third party agent to assess a limited service fee on those transactions to the cardholder. The Program is designed to help **encourage card acceptance** for merchant categories where Visa acceptance has traditionally been low. The key participants in this Program are the merchant, acquirer, and third party agents.

Program Eligibility

Visa has established a clear set of eligibility requirements for the Program as outlined below.

In order to participate in the Program and charge a limited service fee to the cardholder, merchants are required to accept Visa in all card-absent environments where payments are accepted. The following conditions also apply:

- The Program only applies to the following merchant category codes (MCCs):
 - 4900 (Utilities)
 - 6513 (Property Management / Rent)
 - 8220 (Universities and College)
 - 8211 (Private Elementary & Secondary Schools)
 - 8351 (Childcare)
 - 9222 (Fines)
 - 9311 (Taxes)

- The service fee is available for transactions in **card-absent environments only**, and is limited to **up to 0.75 percent for eligible domestic debit card transactions and up to 1.75 percent for eligible credit, prepaid and international card transactions** on the final transaction amount.
- The service fee:
 - Must not be identified as a “Visa Fee”.
 - May not be greater than the service fee charged on a similar transaction using a similar form of payment through any other network at the same merchant.
 - Must be the same for all similar card products regardless of the issuer.
 - Must be clearly disclosed to the cardholder before the transaction is completed and the cardholder must be able to cancel the transaction without penalty.
 - Should only be assessed on the final transaction amount, after all discounts and rebates have been applied.
 - May be assessed by the merchant or third party, with the assessor of the service fee clearly disclosed to the cardholder.
 - Must be recorded separately on the transaction receipt, regardless of the assessor.
 - May be recorded and processed as a separate transaction by the acquirer, if it is assessed by a third party.
 - May be applied on recurring transactions.

A Program That Benefits Everyone

The Service Fee Program has the benefit of expanding Visa acceptance and usage and enabling Visa to be ‘everywhere you want to be’.

Participant	Program Benefit
For Merchants	<ul style="list-style-type: none"> ▪ It offers an additional secure and trusted method for consumers to pay for certain goods and services, and enhances Visa’s globally accepted brand for those merchants that already accept Visa credit card payments
For Acquirers and Processors	<ul style="list-style-type: none"> ▪ Provides new Visa payment acceptance options for merchant categories where Visa acceptance has traditionally been low
For Issuers and Cardholders	<ul style="list-style-type: none"> ▪ It is designed to create more places for cardholders to use their Visa cards and take advantage of the benefits of Visa

For More Information

Contact your Visa Account Executive or call 416-860-8600 to speak with a Visa subject matter expert. Third party agents should contact their issuer or acquirer.