

Visa vs. Non-Visa Debit Transaction Processing Notice



Merchants are allowed by Visa to perform Non-Visa PINless transactions that route through another EFT network for all transaction types. A PINless transaction can process through Visa and/or PULSE. A PINless transaction, for the purpose of this communication, is defined as an electronic debit transaction that is completed without the requirement of a PIN or signature. The main distinction between Visa debit transactions and non-Visa debit transactions are:

- To initiate a 'signature' transaction that routes through Visa, swipe the card through a point-of-sale (POS) terminal and choose to not enter a PIN by selecting the 'credit' button.
- To initiate a non-Visa debit transaction, the cardholder enters a PIN at the POS terminal.
- When you swipe your card at some merchant terminals, you may automatically be prompted with a certain payment method. You have the right to select the payment method you prefer if the merchant accepts both signature (credit) and PIN-based (debit) transactions.
- When conducting an e-commerce or mail/telephone order transaction, provide the card number and clearly indicate to the merchant a preference to have it route as a Visa transaction.
- For purchases of \$50 or less, merchants may not require a signature or PIN.

Protections and benefits associated with Visa transactions are not applicable to non-Visa transactions.

Visa's Zero Liability – Visa states the financial institution will not hold a cardholder liable for unauthorized purchase transactions that were processed through Visa. For fraudulent ATM and PINned purchase transactions, a cardholder's loss is a maximum of \$50 if he/she notifies the financial institution within two business days of learning of the loss of his/her card. Failure to notify the financial institution within this time frame can result in the cardholder being liable for up to \$500.