Merchant Surcharging Considerations and Requirements

VISA

Before you decide to add a surcharge, or checkout fee, consider the following:

What will...

- *...my customers think?*
- *...I need to disclose to my customers?*
- *...my competitors do?*

Is surcharging permitted in my state?

States currently prohibiting or limiting surcharging

- Connecticut
- Maine
- Massachusetts
- Oklahoma

When can I begin?

30 days' notice required

- Merchant are REQUIRED to notify their acquirer 30 day prior to surcharging.

When can I surcharge?

Credit transactions only

- Surcharging applies only to credit transactions in the U.S. and U.S. territories. Debit and prepaid cannot be surcharged.

How much can I surcharge?

No more than the cost of acceptance

- The surcharge must not exceed your cost of acceptance for the credit card.[1]

What must I disclose to my customers?

Proper signage and notification required

- Disclosures must be provided at the point of entry and point of sale (Click link at right for examples).
- Itemization of the final surcharge amount must be identified separately on the transaction receipt.

Visa's Position on Surcharging

Visa remains opposed to surcharging, a practice that penalizes cardholders for using their preferred form of payment.

The benefits of card acceptance include:

- Increased sales
- A fast and convenient checkout experience
- Enhanced security
- Guaranteed payment and faster processing time

More information on surcharging guidelines and requirements can be found at **www.visa.com/merchantsurcharging**

[1] In cases when the merchant's cost of acceptance exceeds 3% of the underlying transaction amount, the merchant cannot assess a surcharge above 3%.

Version 08142023