

Payment Facilitator Certification Guide

Visa Supplemental Requirements

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Visa Public

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Introduction and Purpose

This document is a supplement of the *Visa Core Rules and Visa Product and Service Rules*. In the event of any conflict between any content in this document, any document referenced herein, any exhibit to this document, or any communications concerning this document, and any content in the *Visa Core Rules and Visa Product and Service Rules*, the *Visa Core Rules and Visa Product and Service Rules* shall govern and control.

This document sets out requirements for Payment Facilitators certification process and guidelines that is required to be passed by Payment Facilitator prior to entering into the Payment Facilitator Agreement with Visa, as specified in the Visa Core Rules and Visa Product and Service Rules.

Audience

This document is for Payment Facilitator applying for Payment Facilitator certification covering the requirements, timings, and applicable fees of the Payment Facilitator certification.

References

Requirements for Payment Facilitators to enter into the Payment Facilitator Agreement with Visa are specified in the Visa Core Rules and Visa Product and Service Rules.

Detailed information on Visa risk standards is specified in Visa Acceptance Risk Standards (VARS) and <u>Payment Facilitator and Marketplace Risk Guide</u>.

Detailed information on certification Tiers for Visa Certified Payment Facilitators is available on the program webpage.

1. Payment Facilitators Requirements in CEMEA

In the CEMEA Region: A Payment Facilitator must enter into the Payment Facilitator Agreement with Visa and must be certified by Visa within Visa Ready Acceptance Certification in every country of operation.

In the CEMEA Region: An acquirer that contracts with a Payment Facilitator must ensure and obtain confirmation from Visa that its Payment Facilitator entered into Payment Facilitator Agreement with Visa and is certified by Visa.

2. Certification Process

Before Visa authorizes a Payment Facilitator to provide Payment Services to Visa acquirers and sponsored merchants, the Payment Facilitator must provide evidence satisfactory to Visa that it can fulfill all of its obligations and acknowledge the responsibility to fulfill all of its obligations under the Payment Facilitator Agreement, including all applicable requirements to Payment Services, as

specified in the Visa Core Rules and Visa Product and Service Rules and Visa Acceptance Risk Standards (VARS) and to ensure lack of the Payment Facilitator's actions (omissions), which in Visa's opinion may cause damage to the Visa-owned marks.

For the purpose of validating that a Payment Facilitator satisfies the Minimum Requirements and Quality-Related Requirements, Visa Ready Acceptance Certification must be completed by the Payment Facilitator in line with the process and schedule described herein.

To ensure continued compliance with all the Minimum Requirements and Quality-Related Requirements, Visa is entitled to conduct a re-assessment, as required but not more than once a year.

Enrollment Procedure

Certification Procedure is initiated by submitting:

- 1. The Certification Intake Form
- 2. The Certification Questionnaire
- 3. Application package with supporting documents as listed below must be submitted by a Payment Facilitator by email: CEMEAPaymentFacilitatorsTeam@visa.com

Payment Facilitators Certification team reviews the documents submitted by the Payment Facilitator and issues the report that contains Visa Ready Acceptance Performance Score and highlights if any required actions to be taken by the Payment Facilitator. Where a Payment Facilitator does not meet the required standards such application for certification will be rejected with a pathway to remediate and then re-submitted. During the certification process, Payment Facilitator should communicate with Visa from business domain emails mentioned in the Intake form and the Certification Questionnaire.

Intake Forms containing public domain contact information not acceptable by Visa.

Any change of Payment Facilitator contacts person or employees mentioned in the Certification Questionnaire should be immediately communicated to CEMEAPaymentFacilitatorsTeam@visa.com. Failure to do so may result in Certification rejection.

Payment Facilitators using the same policies, processes and capabilities across their subsidiaries and the parent entity are eligible for a group application. In order to support a group application, the Payment Facilitator is required to provide the following information:

- 1) Certification Intake Form should be sent from group/parent entity listing all affiliated entities and markets of operation.
- 2) Payment Facilitator regulatory license in each country of operation.
- 3) PCI DSS Attestation of Compliance of each entity handling payment cardholder data.
- 4) Organizational chart of each entity and a group organizational chart showing the relationship/ownership between all the legal entities.
- 5) An official letter from a Payment Facilitator's C-level executive from headquarters of the parent entity confirming that all the Payment Facilitator operations will be performed by the same representatives, using the same tools/solutions, following the same policies, processes and controls used by the parent company. The C-Level executive letter should confirm the Payment Facilitator Group is deploying and implementing the same systems, controls and

training to meet the local jurisdiction regulations including but not limited to the requirement of having a resident MLRO if mandated by regulation.

Based on the provided information Visa will provide confirmation on the Certification assessment of group of the entities or advise on required Conditional Participation Agreement (CPA)/Visa Ready Acceptance Assessment procedure for every entity.

Application Package

For the purpose of certification, a Payment Facilitator must provide following:

ltem	Screening for Conditional Participation Agreement	Visa Ready Acceptance Assessment
Valid licenses issued by local regulatory authorities	Required	Required
PCI DSS Attestation of Compliance	Required	Required
Ownership structure and Ultimate Beneficiary Owners (UBOs)	Required	Required
Compliance organogram	Required	Required
AML/Compliance and sanctions policies and procedures	Required	Required
CDD Client onboarding procedures (KYC)	Required	Required
Sanction screening system	Not required	Required
Transaction monitoring system	Not required	Required
Third party control standards	Not required	Required
AML Audit Report	Not required	Required
Training and Awareness policies	Not required	Required
Record keeping policies	Not required	Required
Merchant Underwriting and Onboarding Policy	Required	Required
Overview / Description of Merchant Due Diligence / Risk Assessment Tool(s)	Not required	Required
Merchant Agreement	Template	5 Samples
Merchant Application	Template	5 Samples
Merchant Termination letter/notification	Template	Samples

Merchant Activity Monitoring Policy / Process	Required	Required
Investigation Policy / Protocol	Required	Required
Description & Overview of Risk Detection, Investigation & Prevention Monitoring Tools	Not required	Required
Description / Overview of Web-Crawling Solution	Not required	Required (if established)
Fraud (TC40) and Dispute data review process	Not required	Required (if established)

All documents provided as part of Application package should clearly outline steps, criteria, decision-making process and responsible roles for each process. Assessment does not begin unless documentation as per above list is provided in full as confirmed by a Program Manager.

It is recommended that the documentation is provided in English. If there's no English version available, documentation in other language can be submitted and will be translated using automated tools. Certification Program Manager may reach out and request translation of specific clauses or full documents from the Payment Facilitator.

Assessments and Certification Criteria

A Payment Facilitator must provide Visa with the evidence of meeting the following requirements and criteria.

Visa Ready Acceptance Minimum Certification Requirements and Criteria

Underwriting of merchants	 Merchant application and agreement are available for all the merchants Merchant is operating within the acquirer's jurisdiction Merchant is not from a restricted category, i.e. not a High-Integrity Risk Merchant without Visa approval Merchant is not involved in any illegal or brand damaging activity Merchant is screened through VMSS and/or a comparable Terminated Merchant File to determine if it was previously terminated Merchant's website and URLs are reviewed and checked before onboarding
Onboarding of merchants	 Ensure appropriate merchant category code (MCC) reflects the core business of every merchant Merchant descriptor is either "Doing Business As" (DBA) name or legal name of the merchant

Merchant activity monitoring	Payment Facilitator monitors merchants transaction activity at least on daily basis to detect and prevent fraud or other forms of illegal or brand damaging activity
Merchant website monitoring	 Payment Facilitator has a process and tools to proactively identify merchant website changes or new merchant websites with an offering that violate the Visa Rules and regulation
Data quality	 Payment Facilitator identifier (PF ID) and sponsored merchant identifier (SM ID) is populated in authorization requests and clearing records
Rules Violations history	No violation of the Visa Core Rules and Visa Product and Service Rules within the past 6 calendar months
Risk management program	No identification in the risk management program within the past 6 calendar months
PCI DSS validation	Valid Attestation of Compliance (AOC) and Record of Compliance (ROC) is available
Corporate governance and management oversight	 Senior management is committed to promoting a culture of compliance Senior management is setting the right tone across organizational functions at all levels Organization has a dedicated Compliance and AML function The Compliance/AML function operates autonomously and is adequately resourced
Regulatory requirements and licensing	Payment Facilitator meets all applicable regulatory requirements including licensing and registration in the country(-ies) of operation
Sanctions screening	Payment Facilitator employs a comprehensive sanctions screening solution that fully complies with applicable regulation, including but not limited to the sanctions administered by the U.S. Office of Foreign Assets Control
Transactions monitoring	 Payment Facilitator leverages a tailored transaction monitoring solution designed to effectively detect and report any suspicious merchant activity, ensuring it aligns with the business model and customer database
Policies and procedures	Comprehensive compliance and AML policies and procedures are developed and enforced
Third party controls	If the Payment Facilitator relies on third parties for any aspect of its AML/Sanctions program, comprehensive third-party supervision policies and procedures, including thorough due diligence and periodic review, is in place

Internal and independent audit	 Payment Facilitator conducts regular independent AML audits through either internal or external auditors AML audit findings are timely and fully addressed
Training and awareness	Payment Facilitator's employees undergo regular mandatory compliance and AML training
Client due diligence	 Payment Facilitator conducts comprehensive, risk-based due diligence on its clients according to documented policies and procedures
Record keeping	 Payment Facilitator upholds record keeping policies in accordance with applicable regulations Records of sponsored merchants' files are available and accessible

Visa Ready Acceptance Assessment scorecard consists of Minimum Requirements and Quality-Related Requirements. These requirements collectively evaluate the Payment Facilitator's operational standards and their aptitude for certification.

- 1. Minimum Requirements: These are essential conditions, including the Payment Facilitator's performance criteria pursuant to section 2 "Certification Process" that must be satisfied by the Payment Facilitator with no exception, as specified in the Terminology section, with regards to their applicability (i.e. existing regulatory requirements in specific markets). A Payment Facilitator cannot progress to the assessment of Quality-Related Requirements unless all the Minimum Requirements are met.
- 2. Quality-Related Requirements: Adhering to the best practices specified in <u>Payment Facilitator</u> <u>and Marketplace Risk Guide</u> is measured on a weighted score basis and is instrumental in determining the final Certification Status of a Payment Facilitator.

A New Payment Facilitator and an Emerging Payment Facilitator are required to commence operations under the Conditional Participation Agreement with Visa prior to completing the full Visa Ready Acceptance Assessment. The Conditional Participation Agreement has the following conditions:

- Operations are limited for one year, during which the Payment Facilitator must complete the Visa Ready Acceptance Assessment. If the Payment Facilitator fails to complete the Visa Ready Acceptance Assessment within one year, the Payment Facilitator's Conditional Participation Agreement will automatically lapse.
- Payment Facilitators cannot onboard or process card absent transactions related to the following Merchant Category Codes:
 - Adult Content MCC 5967
 - Dating and Escort Services MCC 7273
 - Gambling MCC 7995
 - Pharmacies MCC 5122, 5912
 - Crypto Merchants: exchanges, wallet providers or on-ramp providers MCC 6051, 6012
 - Cyberlockers and similar remote digital file-sharing services MCC 4816
 - Games of Skill MCC 5816.

- High Integrity Risk Financial Trading Platforms MCC 6211
- Outbound Telemarketing MCC 5966
- Subscription "Negative Option" Merchants MCC 5968
- Tobacco Sales (cross-border) MCC 5993
- Payment Facilitators cannot onboard or process card present and card absent transactions related to the following Merchant Category Codes:
 - Airlines, Air Carriers MCC 3000-3350
 - Airlines and Air Carriers (Not Elsewhere Classified) MCC 4511
 - Car Rental Agencies MCC 3351-3441
 - Car Rental Agencies (Not Elsewhere Classified) MCC 7512
 - Lodging Hotels, Motels, Resorts MCC 3501-3838
 - Lodging Hotels, Motels, Resorts, Central Reservation Services (Not Elsewhere Classified) –
 MCC 7011
 - Travel Agencies and Tour Operators MCC 4722
 - Railroads MCC 4011
 - Local and Suburban Commuter Passenger Transportation, Including Ferries MCC 4111
 - Passenger Railways MCC 4112
 - Steamships and Cruise Lines MCC 4411
 - Direct Marketing Travel Related ARR MCC 5962
- A Payment Facilitator must not onboard or process transactions for marketplaces.

A Payment Facilitator's identification under any Visa Risk Management Programs (including but not limited by VIRP (Visa Integrity Risk Program), TLD (Transaction Laundering Detection), VAMP (Visa Acquirer Monitoring Programs), VDMP (Visa Dispute Monitoring Program), VFMP (Visa Fraud Monitoring Program), sub-routing of transactions or suspicious activity identified under Visa Anti-Money Laundering program may result in immediate termination of Conditional Participation Agreement at Visa's sole discretion.

Before signing the Conditional Participation Agreement, Visa performs a screening check to confirm the eligibility for a New Payment Facilitator or an Emerging Payment Facilitator. The conditions are as follows:

- Payment Facilitator meets all regulatory licensing requirements in regulated markets.
- Payment Facilitator has necessary templates for onboarding merchants (including merchant application, agreement, and termination templates).
- Payment Facilitator has a dedicated AML/Compliance function, as confirmed by the company organogram.
- Payment Facilitator has formalized Risk and AML policies in place.
- Payment Facilitator, along with its executives and beneficial owners, is not listed in sanctions lists monitored by Visa at the time of checking.

Visa reserves the right to request additional information or apply further limitations or restrictions until the Payment Facilitator completes the Visa Payment Facilitator certification process.

Certification rejection and remediation

Following factors prevent Payment Facilitator from successful completion of Certification:

- 1. **Performance Issues**: Persistent identifications in Visa Risk Management Programs (including but not limited by VIRP (Visa Integrity Risk Program), TLD (Transaction Laundering Detection), VAMP (Visa Acquirer Monitoring Programs), VDMP (Visa Dispute Monitoring Program), VFMP (Visa Fraud Monitoring Program), sub-routing of transactions, or suspicious activity identified under the Visa Anti-Money Laundering program.
- 2. **Document and/or control deficiencies:** Based on CPA or Certification review, Visa identified that Payment Facilitator has provided incomplete or insufficient documentation and/or Payment Facilitator's risk control environment has deficiencies in policies, controls or capabilities that do not meet the standards specified in the Visa Acceptance Risk Standards (VARS) and the Payment Facilitator and Marketplace Risk Guide, or AML standards.

Based on the assessment of the Payment Facilitator's performance criteria stated herein, if the assessment results require remediation, Visa will inform the Payment Facilitator of the exact reasons for remediation along with the necessary controls, documents, or processes to be remediated or addressed, the expected next steps and key deadlines.

The Payment Facilitator will have 30 to 90 days to complete the remediation and resubmit the updated plan to Visa. In certain cases, Payment Facilitator may be restricted from entering into new relationships with Acquirers until the remediation is successfully completed and Certification/CPA is approved.

During the remediation period, except for the reason of Document Deficiencies, entering into relationships with Visa Acquirers in order to provide payment facilitation services will be prohibited until the Payment Facilitators provides required remediation satisfactory to Visa. Entering into to any new relationships with Visa Acquirers and/or sponsored merchants for providing Payment Services can be resumed upon written Visa confirmation.

If Payment Facilitator fails to successfully complete remediation within mentioned timelines the Certification case is rejected with right to re-apply in 12 months from the rejection date.

If Payment Facilitator Certification Request is rejected Payment Facilitator is obliged to inform their Acquirer(s) and suspend operations within 60 calendar days from the date or Rejection. Acquirer(s) should terminate Payment Facilitator registration(s) with Visa within 60 days mentioned above. Failing to do so is subject for Non-Compliance actions from Visa towards Acquirer(s).

Certificate of Completion and Certification Agreement

Upon completion of the Visa Ready Acceptance Assessment, a Payment Facilitator that successfully got certified will receive the status of Visa Certified Payment Facilitator acknowledged as part of the Certification Agreement between Visa and Payment Facilitator. Based on results of the Visa Ready Acceptance Assessment, a Payment Facilitator with high standards and reliability based on the Visa's certification process may apply for extended Tiers.

Payment Facilitators approved as per CPA procedure sign Conditional Participation Agreement which does not mention Certified Status.

Payment Facilitator is required to provide their Certification Agreement or Conditional Participation Agreement with Visa to the Acquirer as the evidence of obtaining Certified/CPA Status with Visa. Acquirers should submit PF Agreement as part of documentation package to obtain PFid.

Certificate of Completion is provided to the Payment Facilitator after all of the below is completed:

- Certification fee/CPA fee is paid to Visa
- Annual fee is paid to Visa
- The Payment Facilitator Agreement is signed by both Visa and the Payment Facilitator

Certification Status may be upgraded during the next round of certification upon providing evidence satisfactory to Visa that Minimum Requirements and Quality-Related Requirements for the desired status are both met.

If a Payment Facilitator fails to execute the Conditional Participation Agreement or PF Certification Agreement within two months from the date the agreement is provided (via DocuSign or any other method), the Certification case is rejected with right to re-apply in 12 months from the rejection date.

Certification Fees

One-time Certification fee or CPA fee for a Payment Facilitator specified in the <u>Visa Fee Schedule</u> to be paid directly by the Payment Facilitator.

The CPA fee will act as a credit toward the final certification fee. PFs that pay the CPA fee will not be required to pay an additional certification fee upon completing full Certification. Certification fee is applied in case of Re-Certification.

Annual Fees

Annual fee specified in the <u>Visa Fee Schedule</u> is paid annually based on the selected Tier. Each Tier provides a Certified Payment Facilitator access to Visa informational resources, educational programs, technical support, advisory and other benefits depending on the tier.

For a Payment Facilitator admitted under Conditional Participation Agreement the annual fees must be paid once it completes Visa Ready Acceptance Assessment and obtains Certificate of Completion in basic or premium Tier. Visa will provide access to educational benefits to support Payment Facilitator readiness and successful certification.

Re-Certification

A Payment Facilitator is required to re-certify every 36 months or at Visa's request based on on-going monitoring but not more than once every 12 months. Visa may allow less frequent re-certification at its sole discretion based on the results of the previous Visa Ready Acceptance Certification and results of ongoing monitoring.

If Payment Facilitator Certified with Visa is planning to expand its operations to a new market, Payment Facilitator is required to provide following documentation to Visa:

- 1) Payment Facilitator regulatory license in the new country. Typically, a local license is required in each jurisdiction.
- 2) PCI DSS Attestation of Compliance for the new entity

- 3) Organizational chart of the entity in the new country and a group organizational chart showing the relationship/ownership between the two legal entities.
- 4) An official letter from a Payment Facilitator C-level executive confirming that Payment Facilitator operations will be performed by the same representatives, using the same tools/solutions, and following the same processes. The C-Level executive letter should confirm the PF Group is deploying and implementing the same systems and controls and training to meet the local jurisdiction regulations including but not limited to the requirement of having a resident MLRO if mandated by regulation.

Based on the provided information Visa will provide confirmation on the extension of the Certification Agreement for the new market or advise on required CPA/Certification procedure for the new entity.

3. Probation and Termination

Visa has a right to temporarily revoke the Payment Facilitator's certification for a specified period ("Probation Period") to provide Payment Services for any or all Visa acquirers and sponsored merchants in case of Payment Facilitator is in breach of the Payment Facilitator Agreement, applicable law requirements, including, but not limited to applicable sanctions screening requirements, insufficient due diligence standards, as determined by Visa, to enable Payment Facilitator to comply with the Minimum Requirements and Quality-Related Requirements, as well as a result of Payment Facilitator's merger, consolidation, or substantial change of ownership or financial condition.

Visa has a right to permanently terminate the Payment Facilitator Agreement and revoke its approval for a Payment Facilitator to provide any or all Payment Services if any of the following:

- failure to meet any of the Payment Facilitator's Performance Criteria as set forth in section 3 "Certification Process"
- failure to rectify violations during the Probation Period to Visa's satisfaction Willful Violation and failure of its remediation based on Visa's request
- circumvent detection of the Payment Facilitators' sponsored merchants by Visa risk management programs (including but not limited by VDMP, VFMP, VIRP, VAMP, PCI DSS compliance) or
- violation of applicable laws.

Following the receipt of the probation or termination notice from Visa, the Payment Facilitator must not enter in any new relationships with Visa acquirers and/or sponsored merchants for providing Payment Services.

Terminology

Emerging Payment Facilitator	A Payment Facilitator that processes Visa transactions in partnership with a Visa acquiring member in the CEMEA region, has been assigned a Payment Facilitator identifier (PF ID) by Visa and processes no more than USD 100,000 (or local currency equivalent) of transaction volume with Visa per month over past 6 calendar months.
Certificate of Completion	A document confirming successful fulfillment of all certification requirements and the status of Visa Certified Payment Facilitator.
Certification Status	The current standing of a Payment Facilitator within the certification process based on its Visa Ready Acceptance Assessment results and chosen Tier.
Certified Payment Facilitator	A Payment Facilitator certified by Visa to provide Payment Services.
Conditional Approval	Temporary approval for a Payment Facilitator to confirm its Certification Status, subject to satisfying certain conditions.
Conditional Participation Agreement	Subtype of Payment Facilitator Agreement signed by a New Payment Facilitator or an Emerging Payment Facilitator that allows them to commence operations and process Visa transactions in a limited mode while their Certification is underway.
High Integrity Risk Merchant	Merchants operating in the domains of Online Gambling/Betting, Online Pharma, Adult Content, Dating Services, Crypto, and others, as specified in the <u>Visa Integrity Risk Program Guide</u> .
Minimum Requirements	Mandatory criteria, including the Payment Facilitator's performance criteria pursuant to section 3 "Certification Process" that must be met entirely to obtain the status of Certified Payment Facilitator.
New Payment Facilitator	A Payment Facilitator that does not have a registered PF ID with Visa and has not yet processed any Visa transactions. A Payment Facilitator that has been operating without proper Visa registration does not qualify as a New Payment Facilitator.
Operating Payment Facilitator	A Payment Facilitator that processes Visa transactions in partnership with a Visa acquiring member in the CEMEA

	region, has been assigned a PF ID by Visa and does not qualify as an Emerging Payment Facilitator.
Payment Facilitator	A Visa non-member entity that deposits transactions, receives settlement from or contracts with an acquirer on behalf of a sponsored merchant, and is classified as a Payment Facilitator, as specified in the Visa Core Rules and Visa Product and Service Rules.
Payment Facilitator Agreement	A contract outlining the terms of a Payment Facilitator's role in providing Payment Services to sponsored merchants and obligations to follow the standards and requirements set by Visa.
Payment Services	Service(s) provided by a Payment Facilitator to its sponsored merchants under the acceptance contract to deposit transactions and receive settlement from the acquirer.
Probation Period	A trial period during which a Payment Facilitator's performance is closely monitored by Visa.
Quality-Related Requirements	Criteria evaluating the operational efficiency and quality of a Payment Facilitator's processes.
Remediation Plan	A strategic plan for correcting identified deficiencies in compliance or performance of a Payment Facilitator to obtain the status of Visa Certified Payment Facilitator.
Tier	A subscription package that provides certain benefits within the certification process depending on the Certification Status.
Visa Ready Acceptance Assessment	Assessment performed by Visa to measure a Payment Facilitator's performance versus Minimum Requirements and Quality-Related Requirements.
Visa Ready Acceptance Certification	The process for a Payment Facilitator to obtain approval from Visa to operate on a specific market. Visa Ready Acceptance Certification is complete once Payment Facilitator did all of the following:
	Passed Visa Ready Acceptance Assessment
	Paid certification and annual fees
	Entered into Payment Facilitator Agreement with Visa
Visa Ready Acceptance Payment Facilitator	A Payment Facilitator with proven high standards and reliability based on Visa's certification process that is enrolled to respective Tier with Visa.
Visa Ready Acceptance Performance Score	A rating reflecting a Payment Facilitator's performance against Visa's certification criteria.

Visa Trusted Partner	A Payment Facilitator with proven high standards and reliability based on Visa's certification process that is enrolled to respective Tier with Visa.
Willful Violation	A deliberate breach of the <i>Visa Core Rules and Visa Product</i> and <i>Service Rules</i> or terms of the Payment Facilitator Agreement.