

MasterCard® *PayPass*™

Fact sheet for merchants



MasterCard *PayPass* – Just Tap & Go™

MasterCard *PayPass* offers a payment solution that puts your business in the fast lane. MasterCard *PayPass* is the largest contactless payment system in the world, with over 61 million *PayPass* cards and other form factors in market globally. MasterCard *PayPass* eliminates the need to swipe a card through a reader; an ideal solution for merchant environments where speed is essential.

What is MasterCard *PayPass*?

MasterCard *PayPass* is a contactless payment technology that provides customers with a simpler way to pay by tapping a *PayPass*-enabled payment card on a special reader, rather than swiping it. The card never leaves the customer's hand.

MasterCard *PayPass* cards contain an embedded computer chip and radio frequency antenna that transmits payment information securely and quickly to the reader. The transaction is then processed as a normal transaction. MasterCard cards that contain the MasterCard *PayPass* chip also have the traditional magnetic stripe so the card can continue to be used for swipe transactions.

Merchant Benefits

MasterCard® *PayPass*™ delivers enhanced payment speed and convenience, and gives customers the peace of mind of retaining possession of their card throughout a transaction. Plus, like all MasterCard payment programs, MasterCard *PayPass* provides Zero Liability protection. Some of the potential benefits to merchants include:

- **Chargeback protection** – on MasterCard transactions under specified limits, an issuer cannot chargeback a transaction for specific reasons, including: “non-receipt of item”, “requested item illegible” and “no cardholder authorization transactions”
- **Faster than cash** – handle more customers in less time
- **Faster than a card swipe** – eliminates the trial and error of customers swiping their own card or handing their card to sales clerks
- **Merchant differentiation** – customers are more likely to return to merchants that accept *PayPass*
- **Customer satisfaction** – MasterCard *PayPass* is simple and easy to use; a great alternative to cash
- **Higher tickets** – MasterCard *PayPass* will potentially drive more of your customers to use their cards, and their purchases are not limited to cash on hand

MasterCard <i>PayPass</i> Categories	MCC	Merchant Category	Limit (CAD)
<p>Outlined are the relevant Merchant Category Codes (MCC) and limits for all face-to-face transactions – mag stripe or <i>PayPass</i> transactions.</p> <p>For transactions equal to or below the specified limit, no signature is required. For transactions above the limit, a signature or PIN is required.</p>	5411	Grocery/Supermarkets	\$50
	5499	Convenience Stores	\$50
	5541	Petroleum Service Stations	\$50
	5735	Music Stores	\$50
	5814	Fast Food	\$50
	5912	Drugstores/Pharmacies	\$50
	5942	Bookstores	\$50
	5994	Newsstands	\$50
	7216	Dry Cleaners	\$50
	7523	Parking Lots/Garages	\$50
	7832	Movie Theatres	\$50
7841	Video Stores	\$50	
	All other MCCs not listed*		\$50

Effective April 4, 2008, *PayPass* transactions acquired in Canada do not require a signature for transactions equal to or less than CAD\$50.00.
 *All other MCCs have chargeback protection for only *PayPass* “tapped” transactions that are properly and clearly identified by the acquirer/payment processor.
 The information contained in the chart is subject to change.

How to Become a MasterCard *PayPass* Merchant

To become a MasterCard *PayPass* accepting merchant, contact your acquirer/payment processor.

Equipment and Software Considerations

1. MasterCard *PayPass* requires a power adapter and a special proximity reader, which can be added to an existing cash register or terminal through the RS232 port, serial port or USB.
2. Point-of-sale software is required to modify the payment terminal or electronic cash register (ECR) to detect the MasterCard *PayPass* transaction.

If you would like more information, please visit www.mastercard.ca