

MERCHANT PARTICIPATION GUIDE

CANADA

A STEP-BY-STEP ILLUSTRATION

This guide provides a step-by-step overview of how to submit a merchant opt-in request to Mastercard for the Mastercard Installments Program with merchant participation in markets using Mastercard Assigned Identifier (MAID) to opt in select merchants.





This guide provides a step-by-step overview of the actions to complete a merchant opt in request for SPP and SPS product codes using Mastercard Assigned Identifier (MAID).

Prerequisite – Merchant Participation Form Link

Prior to completing the form, refer to the latest Mastercard Installments Program with merchant participation bulletin announcement in your market

Launch and Complete the Merchant Participation Form

Step 1: Select country.



The following form will help you manage merchant participation.

Select your country:

Step 2: Select action (select one).

- Opt in merchants from Mastercard Installments Program with merchant participation
- Modify prior participation request



Please select an action:

☐ Opt-in merchants to Mastercard Installments Program with merchant participation

☐ Reverse the previous opt-in request



Step 3: Provide acquirer representative contact information along with acquirer details.



Acquirer contact information:

Please provide the primary point of contact for this merchant participation request. The acquirer representative must be authorized to submit this request on behalf of the merchants.

Acquirer Name	
Acquirer ICA	
Contact Name	
Contact Email	

This contact information is used by Mastercard to confirm the submission and completion of the request. Mastercard will contact the acquirer representative regarding any issues with the form.

Step 4: Review required information and formatting and download template file.

The merchant information that needs to be captured on the Merchant Participation Form is provided in the Appendix, including requirements, descriptions, and examples.



Mastercard Installments Program with Merchant Participation: Merchant Participation Form



To opt-in one or more merchants to the Mastercard Installments Program with merchant participation, please download and complete the form linked below and upload the completed form on the next screen.

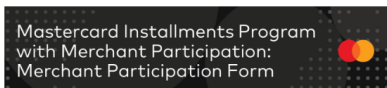
When filling out this form, please note the following:

- The merchant entity that may decide to opt-in to the Mastercard Installments Program with merchant participation is the entity that controls or oversees decisions regarding acceptance of Mastercard products for one or more card acceptors (inclusive of Franchisors and Franchisees).
- Mastercard Assigned ID (MAID) is a required field.
 - If a merchant does not have a MAID:
 - and is participating in the Qualified Small Businesses Interchange program, please submit **427035** as the MAID.
 - and is **not qualified** to participate in the Qualified Small Businesses Interchange program, please submit **428970** as the MAID.
- Mandatory fields in the template are necessary to process the merchant opt-in request
- Merchant address should be spelled out in full words with no abbreviations
 - Example: Broad Street ✓ Broad St ✗
- Ensure the ICA corresponds to the licensed Mastercard acquirer and the country - CAN
- Ensure that all merchant participation submissions correspond to the CAN region only. In order to submit merchant participation requests for another country, please navigate to that country's respective merchant participation form via the drop-down menu on the home screen.
- Ensure the information provided in the completed file is accurate and properly formatted
- Please refrain from changing headers and column locations
- Please refrain from deleting worksheet
- The maximum size of the upload file is 20 MB

[Click here to download the opt-in merchant input form](#)



Step 5: Upload the completed merchant opt in file.



Please upload the completed merchant input form here.

Drop files or click here to upload



Please upload the completed merchant input form here.

Opt_in_File_Template.xlsx

195 KB

application/vnd.openxmlformats-officedocument.spreadsheetml.sheet

Example: The acquirer representative uploads the completed file named as "Opt_in_File_Template.xlsx"

Step 6: Confirm authority to submit the merchant participation request.

By submitting this form, you hereby represent and warrant:

- You are authorized by the named acquirer to complete this form as a representative of such acquirer
- You have all necessary consents, authorizations, permissions, and approvals from each merchant whose participation you have elected to submit through this form
- Unless otherwise instructed by Mastercard, you have provided a valid MAID, inserted **427035** as the MAID for each merchant participating in the Qualified Small Businesses Interchange program, or inserted **428970** as the MAID for each listed merchant not qualified to participate in this program.
- All other information that you have provided on this form is complete and accurate

By entering your name below, you confirm all the information above:



Step 7: Mastercard confirmation of merchant participation request receipt.



Thank you for your submission. A **Case Number** will be sent to the email address provided.

Your request will be processed within **1-5 working days**, subject to circumstances beyond our control.
You will receive an email confirmation once your request is processed.

A Mastercard representative will contact you in case your file is unable to be processed as submitted.

For further assistance, please contact installments.support@mastercard.com

Step 8: Confirmation of form submission and case number via email.



Mastercard Installments Program with Merchant Participation

Thank you for completing the merchant participation request.

Request Case number: R_2zI5aEXpCLjbc3Q

Your request will be processed within **1-5 working days**, subject to circumstances beyond our control.

A Mastercard representative will contact you in case your file can not be processed as submitted.

For further assistance, please contact installments.support@mastercard.com

Upon submission of this form, the acquirer's representative will receive confirmation via email. Receipt of confirmation does not mean that the opt in request has been processed. The confirmation email to the acquirer representative will include a case number which is the reference for the case.

Mastercard will confirm the status of an acquirer's submission by email. The response will inform the acquirer of how many records have been successfully processed, as well as any errors which need to be corrected.

Mastercard recommends that the acquirer resubmits erroneous merchant records as a new file rather than correcting those records within the original file. This is to avoid manual handling errors impacting previously successful merchant records to be resubmitted with incorrect details.



Appendix: Required information for processing merchant participation requests

Opt in Template

- Each mandatory field is highlighted red in the excel template
- When the merchant's name is entered, the mandatory fields will be highlighted in red
- One or more merchants to be added to the form
- If a new MAID is assigned to a merchant that has been opted in, acquirer needs to resubmit the merchant on the opt in template
- Any update to the merchant record needs to be resubmitted. Use previously submitted form to ensure merchant record correspond.

Field Name	Requirement	Description	Format
Legally Registered Merchant Name	Required	Legally registered name of the merchant	Alphanumeric Special Characters Length: 256
Address Line 1	Required	Legally registered address of the merchant, no abbreviations	Alphanumeric Special Characters Length: 80
Address Line 2	Optional, to be requested from merchant and provided if available	Second address line (if necessary), no abbreviations	Alphanumeric Special Characters Length: 80
City	Required	Legally registered address city	Alphanumeric Special Characters Length: 30
State/Province	Conditionally Required	Legally registered address state/province (no abbreviations)	Alphanumeric - State Code Length: 2-3
Postal Code	Required	Legally registered address postal code	Alphanumeric Special Characters Length: 30
Country	Required	Merchant Country Code	Select from dropdown. For e.g., CAN or GBR
Merchant Website URL	Required	The URL of the merchant supplied to the acquirer Enter N/A if no URL	Alphanumeric Special Characters Length: 100



Merchant 'Doing Business As' (DBA) Name	Required	Trade name used by merchant to conduct business (and is known to the consumer) Enter N/A if no 'Doing Business As' Name.	Alphanumeric Special Characters Length: 256
Mastercard Assigned Identifier (MAID) OR Mastercard Assigned Generic MAID	Required	Populate 427035 or 428970 as applicable for each merchant record if the merchant does not have a MAID. A value assigned by Mastercard for transaction data integrity purposes.	Alphanumeric Length: 6
Dun & Bradstreet D-U-N-S® Number	Optional, to be requested from merchant and provided if available	A unique identifier assigned by Dun & Bradstreet used to identify a business	Alphanumeric Length: 9
Apple Pay Acceptance flag	Required	Yes/No flag that identifies merchant as an entity able to accept Apple Pay. If you are not sure, then, please provide N as value	Alphabet – (Y/N) Length: 1
Apple Pay Merchant ID	Optional, to be requested from merchant and provided if available	A field used by Apple Pay to identify the merchant	Alphanumeric Special Characters Length: 100
Google ID Acceptance flag	Required	Yes/No flag that identifies merchant as an entity able to accept Google Pay. If you are not sure, then, please provide N as value	Alphabet – (Y/N) Length: 1
Google Pay Merchant ID	Optional, to be requested from merchant and provided if available	A field used by Google Pay to identify the merchant	Alphanumeric Special Characters Length: 100
Samsung Pay Acceptance flag	Required	Yes/No flag that identifies merchant as	Alphabet – (Y/N) Length: 1



		an entity able to accept Samsung Pay. If you are not sure, then, please provide N as value	
Samsung Pay Merchant ID	Optional, to be requested from merchant and provided if available	A field used by Samsung Pay to identify the merchant	Alphanumeric Special Characters Length: 100
Institution ICA	Required	The Acquiring ICA of the acquirer that will be part of the authorization message	Active ICA for acquirer Max 11 digits