



# Small Merchant Interchange Program

Practical guide for Small Businesses





## Summary

Visa remains dedicated to empowering entrepreneurs and business owners.

In alignment with our voluntary commitment regarding interchange, Visa is introducing the Small Merchant Interchange Program. Qualified businesses will benefit from lower interchange rates on domestic consumer credit transactions processed in Canada.

## Requirements

Businesses are eligible for this program if they have Visa Volume equal to or less than **C\$300,000** annually. \*

Please reach out to your acquirer or payment facilitator with any questions.

\*Additional business rules may apply

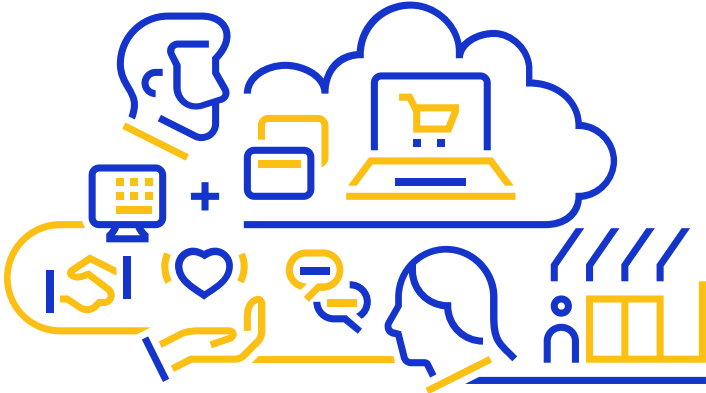
# Interchange Rates

The Small Merchant Interchange Program rates are as follows:

Rate Program	Core (Classic, Gold, Platinum)	Visa Infinite	Visa Infinite Privilege
Small Merchant Card Present*	0.81%	0.99%	1.80%
Small Merchant Card Not Present (Tokenized)**	1.25%	1.50%	2.25%
Small Merchant Card Not Present**	1.30%	1.55%	2.30%

\* Blended Interchange average of 0.95%

\*\* A 10 bps discount on prevailing Card Not Present rates



# FAQs

1. When is the launch date for the Small Merchant Interchange Program?

*The Small Merchant Interchange Program will go live on October 19, 2024.*

2. I'm interested in this program for my business, what is the application process, and how do I get involved?

*Visa and acquirers have partnered to identify eligible merchants. This defined list of merchants will automatically be enrolled.*

3. What if my business meets the volume requirements but I am not getting the rates?

*Please work with your acquirer or payment facilitator to understand your status. Additional rules apply that may impact your eligibility for this program.*

## FAQs continued

4. What if my business does not meet the program's requirements? What rates will I get?

*Visa has various programs that differentiate interchange based on a number of different factors including industry and channel.*

*Please refer to the Interchange Guide found in the link under the Additional Resources section for additional information.*

5. How long will my business be part of the program? Is there a set time frame, or does it vary?

*If your business qualifies, you will be part of the program for a duration of 12 months beginning each April. You will need to meet the program criteria for each new year.*

*Visa and your acquirer or payment facilitator will periodically perform threshold checks to ensure program requirements are being met.*

6. What does Visa mean by Volume?

*Volume refers to total Visa sales volume for Canada domestic and cross-border transactions completed with a Visa credit, debit, or prepaid product.*

## FAQs continued

7. What transactions are eligible for this program?

*The program's interchange rates apply to domestic Consumer Credit transactions—Core (Classic, Gold, Platinum), Visa Infinite and Visa Infinite Privilege.*

8. Do International transactions qualify for this rate program?

*The Small Merchant Interchange Program applies to domestic Consumer Credit transactions.*

9. What is an acquirer?

*An acquirer is a financial institution that registers merchants to accept payments and ensures they get paid for those transactions.*

10. What is a payment facilitator?

*A payment facilitator is an intermediary between a merchant and an acquirer that streamlines the process of accepting electronic payments on behalf of the merchant.*

# Additional Resources

For more information on the Small Merchant Interchange Program or on Interchange, please visit:

[Understanding Visa Interchange Rates](#)

