

Reminder: Brand Standards for Contactless Point-of-Sale Terminals

Global | Acquirers, Issuers, Processors

Visa, Interlink, Plus Networks



Overview: Visa is reminding clients of the brand standards for contactless point-of-sale terminals.

Contactless payments are the latest evolution in payments and contactless card issuance is expected to continue to accelerate rapidly around the world, with more consumers tapping to pay with their contactless-enabled cards and devices. It is important that retail partners are ready and equipped to meet customers' expectations by creating a consistent, improved experience at the point of sale (POS).

Businesses and customers benefit from a seamless customer experience, operational efficiency and competitive differentiation in the market. This can be achieved by taking the following actions to deliver a best-in-class consumer experience, as well as drive awareness of tap to pay at the POS.

- Improve the POS with proper signage at entrance and checkout on terminal.
- Ensure consumers know they can tap to pay as they approach a terminal by communicating it on the "home screen" of the POS (as applicable) and throughout the checkout experience using additional POS collateral (e.g., table mats, table tents, terminal toppers).
- Allow consumers to tap at the beginning of a transaction, and do not require clerks to activate the contactless reader (i.e., ensure that it is "always on").
- Educate clerks and consumers by deploying marketing and education materials.
- Remember signature collection is not necessary on contactless or other transactions conducted at EMV terminals.
- Ensure the contactless symbol and the word "tap" are clearly displayed on or near each contactless-enabled terminal to remind customers that they can tap to pay at checkout.

Visa Brand Standards require the contactless symbol to appear on all terminals and ATMs that meet International Organization for Standardization (ISO) 14443 and EMV® contactless specifications. It is not authorized on non-EMV compliant terminals and ATMs. The contactless symbol is used on POS terminals and ATMs only and must never appear on payment cards or other payment form factors.

Note: EMV contactless specifications require all contactless-enabled devices to display the contactless symbol below, which indicates the ability to accept contactless-enabled cards.



Black
Light Background



White
Dark Background

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For More Information

Merchants and third party agents should contact their acquirer.

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