

Merchant Surcharging Considerations and Requirements



Before you decide to add a surcharge, or checkout fee, consider the following:

What will...



...my customers think?



...I need to disclose to my customers?



...my competitors do?

Is surcharging permitted in my state?



States prohibiting or limiting surcharging as of October 1, 2019

- Colorado
- Kansas
- Massachusetts
- Connecticut
- Maine
- Oklahoma

When can I begin?



30 days' notice required

- Merchants are REQUIRED to notify Visa and their acquirer 30 days prior to surcharging.

When can I surcharge?



Credit transactions only

- Surcharging applies only to credit transactions in the U.S. and U.S. territories. Debit and prepaid cannot be surcharged.

How much can I surcharge?



No more than the cost of acceptance

- The surcharge must not exceed your cost of acceptance for the credit card.¹

What must I disclose to my customers?



Proper signage and notification required

- Disclosures must be provided at the point of entry and point of sale (Click link at right for examples).
- Itemization of the final surcharge amount must be identified separately on the transaction receipt.



Visa's Position on Surcharging

Visa remains opposed to surcharging, a practice that penalizes cardholders for using their preferred form of payment.

The benefits of card acceptance include:

- Increased sales
- A fast and convenient checkout experience
- Enhanced security
- Guaranteed payment and faster processing time

¹In cases when the merchant's cost of acceptance exceeds 4% of the underlying transaction amount, the merchant can not assess a surcharge above 4%.



More information on surcharging guidelines and requirements can be found at www.visa.com/merchantsurcharging