

Date: March 24, 2021
To: All Clients
Subject: Visa EMV Fallback Transaction Fee Update
Product: VISA
Action: Informational
Related PMB: 1201

Visa EMV Fallback Transaction Fee Update

Implementation of the Visa Fallback fee will be delayed to allow details to be finalized. Heartland will communicate an implementation date as soon as a date becomes available.

As a reminder:

Visa EMV Fallback Transaction Fee is a new monthly transaction fee for merchant locations with a high number of EMV fallback transactions. A fee of \$0.10 will be assessed on each EMV fallback transaction occurring at merchant locations during a month in which the EMV fallback rate was 10% or greater.

Please contact Heartland with any questions.