

**Date:** January 26, 2023  
**To:** All Clients  
**Subject:** Visa Numerics Implications Webinar for Merchants  
**Product:** VISA  
**Action:** Informational

## Visa Numerics Implications Webinar for Merchants

In 2022 the Eight-Digit BIN standard was effective and it is expected that the payment ecosystem will see an increase in issuer migration to the eight-digit BIN in 2023. Effective in April 2023, as returned BINs are reassigned, Visa will allow BINs with the same six digit prefix to be utilized in the assigned eight-digit BIN. As a result, there could be impacts to merchants so it is important that merchants are ready for this change.

In order to assist with merchant readiness, Visa will host a webinar that will provide merchant-focused guidance for this industry change, as well as critical insights gathered from various discussions with Visa clients around the globe. There is no cost to attend the webinar, however registration is required. There are 2 webinar options available as listed below.

**What:** Visa Numerics Implications Webinar for Merchants

**When:** Tuesday, February 7, 2023 and Wednesday, February 8, 2023

**Time:** February 7, 2023 at 8 a.m. PST and February 8, 2023 at 6 p.m. PST

**Cost:** No cost

**Where:** [Visa Merchant Webinar Registration](#)

Please contact Heartland with any questions.

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