

5.10 Merchant Website Disclosure

A website operated by a merchant, sponsored merchant, payment facilitator, high-brand risk merchant, high-brand risk sponsored merchant, or high-brand risk payment facilitator must contain specific disclosure details.

These include:

- Visa brand mark in full color to indicate Visa card acceptance, as specified in the Visa Product Brand Standards *All the 4 major card logos*
- Legal restrictions (if known)
- Complete description of the goods or services offered
- Return/refund policy *All sales Final*
- Customer service contact, including email address or telephone number
- Address of the merchant's permanent establishment, including the merchant outlet country during the checkout process *Park Ave address*
- Transaction currency (e.g., U.S. dollars, Canadian dollars) *U.S. DOLLARS*
- Export restrictions (if known)
- Delivery policy
- Consumer data privacy policy
- Security capabilities and policy for transmission of payment card details
- Terms and conditions of a promotion, if restricted