

## Visa Purchase Alerts Launches

U.S. | Issuers, Processors



**Overview:** Visa Purchase Alerts, which helps cardholders quickly identify suspicious purchases on their accounts, has launched and is available at [Visa.com/PurchaseAlerts](http://Visa.com/PurchaseAlerts).

Visa Purchase Alerts has launched and is available at [Visa.com/PurchaseAlerts](http://Visa.com/PurchaseAlerts). Cardholders of participating issuers can now enroll and receive transaction alerts for eligible Visa cards.

Enabling cardholders to quickly identify suspicious purchases on their accounts via transaction alerts is a proven method to mitigate fraud. A Visa study showed that transaction alerts can help reduce fraud by up to 40 percent, while providing a positive consumer experience.

To expand the adoption of transaction alerts, Visa will require all U.S. issuers to provide consumer Visa credit, debit and reloadable prepaid cardholders with an option to enroll in transaction alerts. **This requirement takes effect 14 October 2016** and applies to all Visa-branded card authorizations that are processed by Visa, Interlink and Plus; it does not apply to non-reloadable prepaid cards or to any commercial cards. Details can be found in the 17 September 2015 edition of the *Visa Business News*.

To help support this requirement, Visa has launched Visa Purchase Alerts, a free<sup>1</sup> transaction alerts service. Please note that unless an issuer has opted-out of Visa Purchase Alerts, its cardholders will be able to enroll their U.S.-issued consumer Visa credit, debit and reloadable prepaid cards. Contact [VisaPurchaseAlerts@visa.com](mailto:VisaPurchaseAlerts@visa.com) to make changes to an issuer's participation options. Please allow 30 days for changes to be processed.

Issuers and processors can access [customizable marketing materials](#) on Visa Online to help distribute information about Visa Purchase Alerts to cardholders.

<sup>1</sup> Visa Purchase Alerts will provide all enrolled cardholders with the option of receiving email and SMS text message alerts by default. Although there will be no fee for email alerts, there will be a \$0.01 charge per SMS message delivered via Visa Purchase Alerts. This will be billed using the Bank Identification Number (BIN) associated with the account. To avoid this cost, issuers may opt out of offering text message alerts, but still provide email alerts via Visa Purchase Alerts.

### Mark Your Calendar:

- Clients must offer cardholders the option to enroll in transaction alerts **(14 October 2016)**

## Additional Resources

### Documents & Publications

["Visa Purchase Alerts Website and Marketing Materials,"](#) *Visa Business News*, 18 August 2016

["Visa Purchase Alerts Will Be Launched,"](#) *Visa Business News*, 21 July 2016

["Introducing Visa Purchase Alerts and Opt-Out Process,"](#) *Visa Business News*, 18 February 2016

["Transaction Alerts Requirements Introduced,"](#) *Visa Business News*, 17 September 2015

[Transaction Alerts Requirement—Frequently Asked Questions](#)

### Online Resources


Access the "Visa Purchase Alerts—Product Overview" and "Visa Purchase Alerts—Participation Options" webinars on the [Visa Purchase Alerts](#) page at Visa Online.

**Note:** For Visa Online resources, you will be prompted to log in.

### For More Information

Contact your Visa Account Executive, call 888-847-2242 to speak with a Visa subject matter expert or email [VisaPurchaseAlerts@visa.com](mailto:VisaPurchaseAlerts@visa.com).

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