


Important Information for California Residents

Effective date: December 29, 2019

Visa is providing this supplemental privacy notice to give California residents the additional information required by the California Consumer Privacy Act (the “CCPA”) and other California laws.

At Visa, we are committed to protecting the privacy and security of all the personal information that is entrusted to us. Visa has a Global Privacy Program to help ensure your information is handled properly, and your personal information is protected. It also reflects the requirements of the privacy laws in all the countries and states where Visa operates. Our [Global Privacy Notice](#) describes our privacy and security practices in detail.

In the United States, the payment transaction information that Visa collects when it operates its payment networks is regulated by existing federal financial privacy laws. The CCPA recognizes that such financial information is already protected by federal privacy law, so the CCPA does not apply to this information. Visa’s privacy program reflects the sensitivity of the financial and other information we handle. If you have questions about how we handle your Visa payment card data, please visit [Additional Privacy Information](#) and review the section on **Card Transaction Data**.

Beyond financial information, Visa does collect certain information that is subject to the CCPA. The CCPA applies (1) to our marketing data, which we collect when consumers sign up for marketing from Visa, attend Visa-sponsored events, or interact with our websites and apps, and (2) to information collected from individuals who use  Visa (formerly Visa Checkout) and other Visa Solutions secure checkout services. This supplemental privacy notice explains our practices for this CCPA-covered information.

As a global payments technology company, Visa fulfills many roles. When we act as a service provider for Visa card issuers and merchants, we only collect and use personal information as authorized by our contracts with our clients. If you have questions about how these companies handle your personal information, or wish to exercise your rights, please contact them directly. For example, if you have signed up for cash-back or loyalty offers with your financial institution or a merchant, please contact that company for more information.

> [CCPA Rights](#)

> [How to Exercise Your Rights](#)

> [Financial Incentives](#)

> [CCPA Rights to Know Disclosures](#)

✓ [Additional Disclosures for Large Businesses \(Effective June 2022\)](#)

The CCPA requires certain businesses to compile and disclose information each year regarding their compliance with the CCPA for the previous twelve-month period. Visa has elected to provide a report for the period of January 1, 2021 - December 31, 2021.

CCPA Reporting Requirements	Totals
Total CCPA Requests Received	424
Number of Unverified Request Received*	41
Verifiable CCPA Requests Received from Consumers by Category	
Number of Requests to Know Received	191
Number of Requests to Know Fulfilled	191
Number of Requests to Know Denied	0
Number of Requests to Delete Received	177
Number of Requests to Delete Fulfilled	177
Number of Requests to Delete Denied**	0
Number of Do Not Sell Requests Received	56
Number of Do Not Sell Requests Granted in Fulfilled***	N/A
Average Number of Days for Visa to Respond to Verifiable Requests	29

* Requests which could not be validated due to insufficient location information or individuals failed to verify their identity in the OneTrust tool. These requests are not included in the totals above.

** Data retained in accordance with CCPA.

*** Visa does not sell Personal Information.

About Visa

Leading by Example

What We Do

Careers

Our Values

ESG + Responsibility

Social Impact

Inclusion + Diversity

News + Media

Visa Blog

Newsroom

Visa Navigate 

Investor Relations 

Support

Support Center

Lost or Stolen Visa

Gift Card Balance

Visa Rules + Policy

Contact Us

Legal + Privacy

Legal

Privacy

Privacy (Spanish)

Intellectual Property Rights

Cookie Policy 

Accessibility

Political Engagement + Advocacy

Select country/region

United States

