

	<p>Merchant name). It should choose the name that is the more recognizable to the cardholder.</p> <p>If a Cardholder accesses the website and/or application of a high integrity risk Merchant or a high integrity risk sponsored Merchant and is then linked or forwarded to the website and/or application of a high-risk internet Payment Facilitator for payment, the name of the high-risk internet Payment Facilitator must appear in the Merchant name field in conjunction with the name of the high integrity risk sponsored Merchant.</p> <p>Acquirers must prohibit agents from utilizing dynamic Merchant descriptors for Gambling Merchants.</p>	
Staged Digital Wallet	<p>For funding transactions, the Merchant name field must contain the name of the digital wallet Operator.</p> <p>For back-to-back funding transactions, the Merchant name field must contain (i) the name of the digital wallet Operator, (ii) followed by an asterisk (*), and (iii) the Retailer name.</p>	Required
Marketplace	<p>The Marketplace may use the Marketplace name alone. It may choose to insert the name of the seller into the Merchant name field, using (i) the name of the Marketplace (or an abbreviation), (ii) followed by an asterisk (*), and (iii) the Retailer name.</p>	Required
Business Payment Solution Provider (BPSP)	<p>The BPSP name must appear with the Supplier name. The BPSP name must be the Merchant name it registered with Visa. The complete name should appear. An abbreviation may be used for long names, but it must be easily recognizable.</p> <p>The field must contain (i) the name of the BPSP (ii) followed by an asterisk (*) and (iii) the Supplier name, or an abbreviation, (e.g. BPSP name*Supplier name). An Acquirer must ensure that the BPSP or Supplier name remains consistent for all transactions.</p>	Required
Consumer Bill Payment Servicer (CBPS)	<p>The CBPS name must appear with the biller name. The CBPS name must be the Merchant name it registered with Visa. The complete name should appear. An abbreviation may be used for long names, but it must be easily recognizable.</p> <p>The field must contain (i) the name of the CBPS (ii) followed by an asterisk (*) and (iii) the biller name, or an abbreviation, (e.g. CBPS name*biller name). An acquirer must ensure that the CBPS or biller name remains consistent for all transactions.</p>	Required
Service Fee, US Region	<p>Must contain the words "Service Fee" after the Merchant name.</p>	Required
Tipping (Stand-alone Transactions)	<p>When tips are given to the person receiving the tip (service staff) as a stand-alone Visa transaction, Cardholders are unlikely to remember the name of the person to whom they gave the tip or gratuity. The Merchant name field therefore must include something the Cardholder recognizes such as the establishment where the person receiving the tip works. The Merchant name field must also contain the word "Tip". The name of the person receiving the tip is not required.</p> <p>Note: These requirements only apply to tips paid directly to the tipped employee in a stand-alone transaction where the tip represents the entire transaction amount.</p> <p>Example 1: A tip is paid by a Visa cardholder using their Visa card to Alex, who provided valet parking service to the cardholder at a golf club named "Famous Golf Club." The transaction is processed by a tipping solution provider named "NewTip"</p>	Required