

## Revised Enhanced Descriptor Policy for Subscription Merchants Offering Free Trials or Discounted Introductory Promotions

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Visa Network



**Overview:** Visa is removing the previously announced requirement to provide enhanced statement descriptors for transactions at merchants that offer free trials or discounted introductory promotions.

As announced in the 20 June 2019, 26 September 2019 and 20 February 2020 editions of the *Visa Business News*, effective 18 April 2020, Visa updated its acceptance, disclosure and dispute policies for transactions at merchants that offer free trials or discounted introductory promotions as part of an ongoing subscription service. These updates included a requirement for an enhanced descriptor in the merchant name field for the first transaction at the end of a trial period.

As announced in the 14 April 2020 edition of the *Visa Business News*, the effective date of the requirement to support an enhanced descriptor was postponed to **17 April 2021**. It is critical that the payment system remains stable and secure for all stakeholders during the evolving COVID-19 pandemic; Visa recognizes that our businesses are facing significant operational challenges at this time, particularly for technology updates.

To that end, and having taken comprehensive client feedback relating to the value of the solution into account, Visa will remove the requirement for support of the enhanced statement descriptor.

**Effective 17 April 2021**, the enhanced descriptor will be optional for the first transaction at the end of a trial or discounted promotional period. The descriptor can be used in the merchant name field or the merchant city field. All other requirements as previously announced are still applicable.

### For More Information

Merchants and third party agents should contact their acquirer.

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