

Important Bank Responsibilities:

1. A Visa member is the only entity approved to extend acceptance of Visa products directly to a merchant.
2. A Visa member must be a principal party to the merchant agreement.
3. The Visa member is responsible for, and must provide settlement funds to, the merchant.
4. The Visa member is responsible for all funds held in reserve that are derived from settlement.
5. The Visa member is responsible for educating merchants on pertinent Visa Rules with which merchants must comply.

Important Merchant Responsibilities:

1. Ensure compliance with cardholder data security and storage requirements.
2. Maintain fraud and chargebacks below thresholds.
3. Review and understand the terms of the merchant agreement.
4. Comply with Visa Rules.

The responsibilities listed above do not supersede terms of the merchant agreement and are provided to ensure the merchant understands important obligations of each party and that the Visa Member, Centier Bank, is the ultimate authority should the merchant have any problems.