WELLS FARGO

Wells Fargo Merchant Services

Guide to Processing Card Payments

Welcome!

Thank you for selecting Wells Fargo Merchant Services!

This Welcome Kit brings together all the information you need to get started, along with products and services designed for the continuing growth and success of your business.

Please take a look inside before you begin accepting card payments to optimize the payment processing features and benefits available to you. Keep this guide in a convenient location for quick and easy reference. You can also use it to train your employees.

Do not hesitate to let us know how we can support you and your financial success.

Thank you for your business and *welcome* to Wells Fargo.

Best regards,

Mark J. Baumli

Mark J. Baumli
Executive Vice President
Wells Fargo Merchant Services

Together we'll go far

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Getting Started

IMPORTANT: Please read this before you start processing transactions.

We are standing by to take your call and provide you with step-by-step training to get you up and running safely, securely, and swiftly. Don't delay!

To get started, have the following items ready for the call:

- Equipment and reference materials
- An available phone line (or network connection, if applicable) near your terminal so that we can test while we're on the phone with you. If you have a wireless terminal, you won't need a phone line for these test transactions.
- Your merchant identification number
- Your checking/savings account number used for settlement
- Your business name, address, phone number, and fax number
- Your Taxpayer Identification Number (TIN)
- Your email address

Start processing your payments today and take advantage of these benefits and features:

- Improved cash flow with transaction settlement as soon as the next business day when you fund to a Wells Fargo deposit account
- 24/7 access to your data with online reporting at no additional charge
- Multiple payment options
- Customer Service support

We are here to answer questions about your new or existing equipment, or your new account.

We look forward to hearing from you.

Call the Wells Fargo Activation Group 1-800-939-6703
Monday through Friday, 9am-9pm ET

For online equipment demos, activation guides, and
Frequently Asked Questions about the activation process,
visit wellsfargo.com/activation

Getting Started for Merchants with Terminals

Steps	Action
1	If you ordered equipment, it will come with a Quick Reference Guide to show you how to use it. If you ordered software, please call the Terminal Help Desk at **1-800-622-0842** for assistance and choose the software option when prompted.
2	Locate terminal, power cord, phone cord, and roll paper.
3	**Make sure terminal power is off.** Locate terminal connectors for power and accessories like PIN pads and/or contactless readers.
4	If accepting debit cards with PIN pad, connect PIN pad cord to terminal. If PIN pad is previously owned by you, do not plug into terminal before contacting the Wells Fargo Activation Group. **Make sure terminal power is off while connecting PIN pad to terminal.**
5	Connect the telephone cable to the telephone jack and, if the terminal supports an Internet connection, connect the Ethernet cable to the router. If you have a wireless terminal, simply connect to your wireless network; you won't need a phone line or Ethernet cable connection.
6	Connect terminal power cord to power source. If you have a wireless terminal, you should connect to a power source periodically to charge the battery.
7	Locate your merchant and terminal identification number on the white sticker on your terminal. If you already own equipment, locate your merchant identification number on small metal plate inside zip lock bag. Please place the small metal plate on your manual imprinter.
8	**Call the Wells Fargo Merchant Services Activation Group at 1-800-939-6703** to receive step-by-step training so you can begin processing payments right away. Please have your merchant identification number available. Training can take as little as 20 minutes depending on setup needs. For online equipment demos, activation guides, and Frequently Asked Questions about the activation process, visit wellsfargo.com/activation
9	Accept card payments!

Getting Started for Wells Fargo Mobile Merchant

Steps	Action
1	**Start with the following:** a. An iPhone, iPad, or Android smart phone or tablet. b. A mobile service provider with data plan. You must have a Wi-Fi or cellular connection when you accept payments. c. Your Activation Code; this was sent to you in a welcome email from noreply@mobilemerchant.wellsfargo.com. Please check your spam folder if you can't find this email. If it's not there, please call Customer Service at 1-800-451-5817. They'll provide you with your Activation Code. d. The email address you used to sign up for your merchant account. e. Your Wells Fargo Mobile Merchant card reader.
2	**Download the app:** Search for the app in the Apple App Store℠ or Google Play™. You can also download it from the link provided in the welcome email mentioned above.
3	**Activate the app:** Open the app and select *Activate Now*. Enter your Activation Code and the email address you used to sign up for your merchant account. You'll also be asked to create a password; it should have a minimum of eight characters with at least one number and one letter.
4	**Select your three security questions:** These are for your protection in case you forget your password and need to reset it.
5	**Plug in your card reader:** Plug the card reader into the audio jack and you're ready to accept card payments.
6	**Accept card payments!**

Need help?

If you'd like training to help you use Wells Fargo Mobile Merchant, please call 1-800-939-6703, Mon-Fri 9:00 am – 9:00 pm Eastern Time.

Technical Support for Wells Fargo Mobile Merchant

1-866-277-4820

General Customer Service for Merchant Services

1-800-451-5817

Getting Started with your Clover™ Station

Steps	Start with the following:
1	**Check Clover Station box** We sent you a separate box where you'll find the Clover Station Feature Guide, Clover Station display, receipt printer, cables and power cord.
2	**Check additional boxes for optional items** Optional ordered equipment including cash drawer, kitchen printer, and other accessories will arrive in separate boxes. (Kitchen printer requires a router with an open Ethernet port).
3	**Verify your high-speed internet connection** You'll need high speed Internet via Wi-Fi or Ethernet. You must have this to accept payments on the Clover Station.
4	**Activation code** Your activation code was sent to you in an email from support@clover.com. Please check your spam folder if you can't find it. If not found, please call 1-800-451-5817 and we'll email your activation code to you.
5	**Valid email address** Have ready the email address you used to sign up for your merchant account.
6	**Merchant Identification Number (MID)** Your MID is on a label inside the envelope that came with the Clover Station Quick Start Guide. This envelope also contains card payment network decals plus metal plates for a card imprinter. If you'd like an imprinter, sales slips, or credit slips, you can order them by calling 1-800-451-5817. You can use an imprinter to process transactions when your equipment is offline, but you'll also need to manually enter the information into your Clover Station when it is back online because Wells Fargo Merchant Services does not process paper deposit slips.
	Set up your Clover Station
7	**Clover Station Feature Guide with setup instructions** Follow the setup instructions in the Clover Station Feature Guide to get started.
8	**Call 1-800-451-5817 for assistance** Please call if you have questions or need help. If we don't hear from you, we'll call you soon after your Clover Station arrives. If you need to revise your menu or inventory in the Clover Station, we can show you how to make these changes.
9	**Accept card payments!**

Need help?

Customer Service:

1-800-451-5817

For more detailed instructions on your Clover Station:

help.clover.com

Useful apps, tools, and analytics on the Clover Dashboard:

clover.com/manage

Important Resources

When calling us, please have the following items handy: Your merchant ID number, business name, address, Taxpayer ID number, and the checking/savings account you use for settlement.

Area or Topic	Specific Need	Contact Information
Wells Fargo Activation Group	To begin processing payments right away; equipment training and setup	**1-800-939-6703** • Mon-Fri 9am-9pm ET.
	For online equipment demos and Frequently Asked Questions about the activation process, visit:	**wellsfargo.com/activation**
Terminal Help Desk	For card terminal and printer assistance	**1-800-622-0842**
Customer Service	For all inquiries, account changes and security questions	**1-800-451-5817**
Credit Card Processing Software Support	For questions regarding any card processing software issues	**1-800-365-1998** • Mon-Fri 5am-7pm PT
Authorization Assistance	Visa® / MasterCard® / Discover® /American Express® Voice Authorization Unit (VRU) for Referrals and Code 10 Operator	**1-800-626-4480**
Media Retrieval Fax Unit	For use when faxing in receipt copies and/or chargeback information	**Fax 402-933-1840**
Supply Reorder	To reorder supplies, call Customer Service	**1-800-451-5817** Option 4 • Mon-Fri 5am-6pm PT
	Order online 24x7 **Create a new online ordering account with:** Membership ID: Wells Membership Password: Fargo123	**shopmerchantsupplies.com**
Merchant Products & Services	To add and enhance your merchant account with products such as Gift Card, call Customer Service	**1-800-451-5817**
Business Track · ClientLine® Reporting · Payments Tax Manager · Dispute Manager	Sign up online today:	**BusinessTrack.com**
	For general questions regarding our online reporting tools available through our Business Track homepage, please call:	**1-800-451-5817**
	For technical assistance during enrollment in Business Track reporting, please call:	**1-800-285-3978**, option 2, Monday through Friday, 8am to 10pm ET

Online Resources

Wells Fargo Merchant Services	wellsfargo.com/biz/merchant
Visa resource for merchants	visa.com/merchant
MasterCard Merchant Services	mastercardmerchant.com
Discover resource for merchants	discovernetwork.com

Merchant Card Processing

Credit Card Processing

When your customer pays for products or services with a credit card or charge card, you can accept payment by swiping the credit card through a terminal. The card information is verified and the card issuing bank provides an authorization to Wells Fargo Merchant Services to indicate the availability of funds at the time of the purchase. If the magnetic stripe is damaged or the transaction does not take place in person, you can manually key in the card number.

After you obtain an authorization and settle the transaction, the funds are transferred from your Wells Fargo Merchant Services account to your bank. You can have the funds transferred into any business account, but Wells Fargo can deliver your Visa®, MasterCard®, Discover®[1], and American Express®[2] transaction funds as soon as the next business day with a Wells Fargo deposit account.

Debit Card Processing

Debit cards access funds from the cardholder's bank account. There are two types of debit: PIN-based debit and Non-PIN debit. PIN-based debit transactions require cardholders to swipe their cards at the point-of-sale and enter their PIN to authenticate the cardholder and authorize payment for goods or services. Cardholders do not sign a receipt. Non-PIN debit transactions require cardholders to swipe their card at the point-of-sale or have the card number entered by a cashier and sign a receipt.

Additional information about merchant card processing is available online at:

- **wellsfargo.com/biz/merchant**
- **visa.com/merchant**
- **mastercardmerchant.com**
- **discovernetwork.com**

Authorization

An authorization is an approval on a cardholder account for a sale amount. All card sales require an authorization from the card issuer to verify that the card is valid and has sufficient funds or credit line to cover the amount of the transaction. The card issuing bank provides an authorization and approval code to Wells Fargo.

Authorization is not a guarantee that you will receive payment for the authorized/approved transaction, and it does not mean that the person using the card is the rightful cardholder; therefore it is important that you verify the signature and identity of the card presenter. In addition, if the transaction is disputed at a later date, it is also important to retain the authorization code as proof of approval.

To obtain voice authorization, call the Visa/MasterCard/Discover/American Express Authorization Center at 1-800-626-4480.

[1] For Discover transactions, next day funding is only available for merchants with full service Discover processing (i.e., the authorization, processing, and settlement through Wells Fargo Merchant Services), and not available to merchants only using Wells Fargo Merchant Services to authorize Discover transactions.

[2] For American Express transactions, next day funding is only available for merchants where Wells Fargo Merchant Services (WFMS) is responsible for the authorization, processing and settlement of American Express Cards. It does not apply to merchants that have a direct relationship with American Express, where WFMS is responsible for only authorization and/or capture of American Express Cards, and American Express is responsible for processing and settlement.

Authorization Codes and Messages

Code / Message	Response Definition
00 – Approved	A 2 to 6 digit code follows approval.
02 – Declined	The merchant should never accept the card once declined but request another form of payment.
04 – Referral	This response indicates that the card issuing bank requests direct contact with the merchant in order to authorize the sale. The merchant must contact the Authorization Center for Visa/MasterCard/Discover/American Express.
Hold Card / Call Center	The card issuing bank requests that the card be removed from circulation. The merchant should never accept the credit card for payment when this response is received.
Call Center	This response indicates that the card issuing bank requests direct contact with the merchant in order to authorize the sale. The merchant must contact the Authorization Center for Visa/MasterCard/Discover/American Express.
10 – Invalid Account Number	The cardholder account number was entered incorrectly.
Invalid Merchant number	The network does not recognize the merchant account number. Verify the merchant number was entered correctly and make sure the account is still in an active/open status.
03 – Pick-up Card	Please pick up the customer's card. The issuer wants the card returned.
08 – Invalid Debit Card	The cardholder account number was entered incorrectly.
14 – Invalid Expiration	The cardholder expiration date was entered incorrectly.
15 – Invalid Transaction	Verify the customer information was entered correctly.

Reporting

Business Track Online Account Management Tool

Wells Fargo Merchant Services provides merchants with fast access to transaction and account information and management through our Business Track homepage. Business Track is available to you at no extra cost when you open a merchant account with Wells Fargo Merchant Services. We automatically send you an email providing a user ID for quick and easy enrollment. If you are not enrolled at the time of setup, you can do so easily by visiting businesstrack.com and answering a few questions to initiate your enrollment.

The Business Track online account management tool gives you access to powerful reporting and analysis tools including:

- **ClientLine Reporting** – View payment processing information such as sales, bank deposits, and statements. Access to over 150 scheduled reports viewable online or available via email.
- **Dispute Manager** – Receive, view and respond to chargeback and retrieval disputes online.
- **Payments Tax Manager** – quick and easy access to tax information.

ClientLine Reporting

Benefits

- Gain anytime access – manage your accounts at a time that is convenient for you
- Minimize cost – view, print, and download your merchant processing statements at no extra cost and before your paper statements are mailed[3]
- Perform historical / trend analysis – for more robust account information
- Streamline reconciliation – download information for easy analysis
- Security – manage user access with passwords

Dispute Manager

Dispute Manager is the optional service designed to help you manage retrieval requests and chargeback disputes more effectively. It is part of a comprehensive solution that enables research and the online exchange of information between you and Wells Fargo for dispute management. For access to Dispute Manager, go to the "User Preferences" pull down menu on the Business Track homepage and select "Request Application". Or call Customer Service at 1-800-451-5817 and select option 6 and then select option 1.

[3] Enrolling in Business Track online reporting will not automatically stop delivery of your monthly statement by mail.

Benefits

- Save time – streamline the chargeback and retrieval management process
- Be more independent and efficient – manage cases online for faster and easier dispute resolution
- Enhance your business organization – control workflow in the back office in real-time, and increase your audit functionality
- Decrease losses – respond quickly to retrieval requests and decrease the possibility of a chargeback resulting from a non-response
- Reduce costs – save on mail and fax expenses and gain efficiencies through better time management and financial controls

Payments Tax Manager

Payments Tax Manager provides merchants with quick and easy access to their payment card processing tax reporting information through the Business Track homepage. The solution provides merchants the ability to easily view and manage their tax information through a centralized tool.

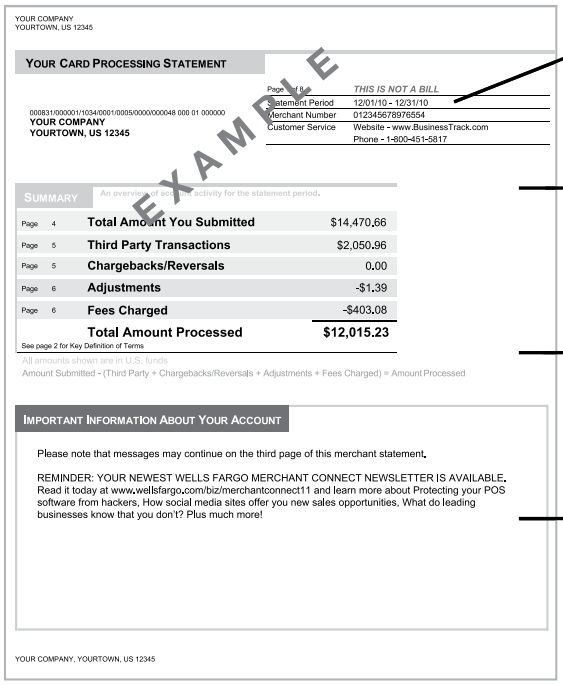
Benefits

- View Tax Validation Reports
- Access Gross reportable sales reports
- Retrieve copies of your 1099-K forms

Merchant Statement

Wells Fargo Merchant Services provides a monthly statement of your transaction activity in a format designed to facilitate account reconciliation.

How to read your statement



YOUR COMPANY
YOURTOWN, US 12345

YOUR CARD PROCESSING STATEMENT

EXAMPLE

Page 1 of 8 — THIS IS NOT A BILL

Statement Period	12/01/10 - 12/31/10
Merchant Number	012345678976554
Customer Service	Website - www.BusinessTrack.com Phone - 1-800-451-5817

000831/000001/1034/0001/0005/0000/000048 000 01 000000
YOUR COMPANY
YOURTOWN, US 12345

SUMMARY — An overview of account activity for the statement period.

Page	4	Total Amount You Submitted	$14,470.66
Page	5	Third Party Transactions	$2,050.96
Page	5	Chargebacks/Reversals	0.00
Page	6	Adjustments	-$1.39
Page	6	Fees Charged	-$403.08
		Total Amount Processed	$12,015.23

See page 2 for Key Definition of Terms

All amounts shown are in U.S. funds.
Amount Submitted - (Third Party + Chargebacks/Reversals + Adjustments + Fees Charged) = Amount Processed

IMPORTANT INFORMATION ABOUT YOUR ACCOUNT

Please note that messages may continue on the third page of this merchant statement.

REMINDER: YOUR NEWEST WELLS FARGO MERCHANT CONNECT NEWSLETTER IS AVAILABLE. Read it today at www.wellsfargo.com/biz/merchantconnect11 and learn more about Protecting your POS software from hackers, How social media sites offer you new sales opportunities, What do leading businesses know that you don't? Plus much more!

YOUR COMPANY, YOURTOWN, US 12345

The **Statement Period** indicates the date range that is included on this statement. Processing that took place within this date range is reported on this statement.

The **Summary** summarizes card activity and related charges for the statement period. Use the page numbers to help you quickly find details.

When this area appears on your statement, be sure to read it for important information regarding your account.

Key card processing terms in plain language

Total Amount You Submitted — The total dollar amount of card transactions submitted and processed during the Statement Period.

Third-Party Transactions — These are transactions that are passed directly to third party service providers for processing and/or funding. Common third-parties include American Express® and Discover®.

Chargebacks/Reversals — Those transactions that are challenged or disputed by a cardholder or card-issuing bank. A Chargeback equals the transaction amount that is disputed by the cardholder or card-issuing bank. A Reversal is the amount that was initially resolved against the merchant, but has subsequently been resolved in favor of the merchant.

Adjustments — The amounts added to or deducted from your account to resolve processing and billing discrepancies.

Fees Charged — Transaction-based and/or fixed amounts charged for specific card processing services.

Interchange Charges[1] — These are the variable fees charged by card payment networks for processing transactions. Factors that affect Interchange Charges include card type, information contained in the transaction, and how/when the transaction was processed.

Total Amount Processed — The total amount processed is the dollar amount that Wells Fargo Merchant Services deposits into your bank account for the statement period, net of third party transactions, adjustments, fees, and chargebacks/reversals. Please note that some fees shown on this statement may not be deducted from your account until several business days after the receipt of this statement.

Merchant Number — The unique account number assigned to every merchant and merchant location. You'll find it at the top of your statement.

[1] American Express charges Program Pricing fees and not Interchange fees, and these are subject to change.

Interchange[1]

What is interchange?

Interchange is the standardized electronic exchange of bank card transaction data between merchant Acquirers and card issuing banks in accordance with card payment network rules. Different factors, including the way the transaction was processed and the card type used can determine the level of interchange.

What is an interchange fee?

An interchange fee is captured from merchants by card issuing banks and the card payment networks for each card payment transaction. The fee compensates the card issuing bank for advancing payment to the merchant until settlement from the cardholder. It is a necessary expense when you offer customers the convenience of payment by card. These fees also pay for the electronic payment system that enables merchants to offer more payment options and make more sales to a wider customer base with the speed and security demanded by the marketplace.

What is a downgrade?

Card payment networks will quote the lowest rate for a transaction assuming that a number of requirements are met. A downgrade, or non-qualified transaction, is a bank card sales transaction that does not meet the card payment network's criteria and as a result is processed at a higher interchange rate. Rates can vary according to the card type, industry type of the merchant, and the way a transaction was processed. If one or more of the card payment networks' requirements are not met, the transaction will be categorized at a different and more expensive interchange level.

What can I do to qualify for the best rates?

- **Fully swipe the customer card whenever possible**

  Using a keypad to enter card information rather than swiping the card through a card reader is a common reason for a downgrade. Hand-keyed information has a higher risk of error and/or fraud because only the card number and expiration date are needed for a transaction. When a card is swiped through a card reader, it captures the full track data on the magnetic stripe of the card.

- **Establish procedures to limit the number of voice authorizations**

  Voice authorizations do not capture electronic authorization codes required to qualify for the lowest transaction rates. Therefore, these transactions are subject to interchange downgrades. Only utilize voice authorizations when prompted by your point-of-sale device.

[1] American Express charges Program Pricing fees and not Interchange fees, and these are subject to change.

- **Send settlements on time**

  Be aware that transactions have to be settled within a specific amount of time after authorization to avoid higher interchange rates. Wells Fargo recommends daily settlement of all transactions. Periodically check that the phone/data lines on your terminal are working correctly to avoid late settlement. The terminal can also be programmed to automatically settle transactions at times you specify.

What can I do to qualify for the best rates?

The *Cost-management strategies* guide provides many of the reasons for higher interchange rates and suggests steps that you can take to avoid them. Wells Fargo will help you take advantage of those opportunities to reduce downgrades and enjoy better rates. The *Cost-management strategies* guide is available online at: **wellsfargo.com/biz/managecosts**

- **Establish procedures to limit the number of voice authorizations**

  Voice authorizations do not capture electronic authorization codes required to qualify for the lowest transaction rates. Therefore, these transactions are subject to interchange downgrades. Only utilize voice authorizations when prompted by your point-of-sale device.

Additional information about merchant card processing is available online at:

- **wellsfargo.com/biz/merchant**
- **visa.com/merchant**
- **mastercardmerchant.com**
- **discovernetwork.com**

Risk Monitoring

Wells Fargo Merchant Services periodically evaluates merchant accounts to ensure they are in compliance with their Wells Fargo Merchant Agreement. During these reviews, you may be contacted for updated financial information, or to provide additional information that supports processing changes such as increased sales volume and/or higher average dollar values per transaction.

These risk reviews may result in a change to your reserves, funding limits, or delay funding, as explained in your Merchant Agreement. We will notify you within three (3) business days of these reviews. If you anticipate changes in your processing activity, please call Customer Service at 1-800-451-5817 to proactively discuss changes to your original Merchant Agreement.

When should you contact Customer Service to update your Merchant Agreement?

- Change to your estimated card processing volumes
- Change to your estimated average dollar value per transaction
- Change in product and/or services sold
- Change in the number of days between delivery of goods or services and when you charge a customer's account
- Change to your merchant account profile such as address, DBA name, legal name, entity type or legal structure, and primary contact information
- Change to your bank account information or Tax ID number

Dispute Process

What can I do when a customer disputes a transaction?

When your customer disputes the validity of a transaction on their card statement, a media retrieval request or chargeback occurs. The chargeback amount and a chargeback fee will be applied, so it is in your best interest to gather as much information about the transaction as possible and respond directly to the customer and quickly in order to prevent loss of funds.

What is a media retrieval request?

The customer will contact their card issuing bank about the transaction in dispute. The card issuing bank will then send a request for information to Wells Fargo regarding the sale. This request is called a media retrieval request. After Wells Fargo Merchant Services faxes or mails you a copy of the media retrieval request, please fax a clear and legible copy of the sales record. Please respond by the reply by date on the retrieval request. If you do not respond, the media retrieval request can result in a chargeback to your account that is not reversible.

If you deposit electronically, you are responsible for retaining and fulfilling requests for copies of transactions for a minimum of 18 months.

What is a chargeback?

A chargeback is a transaction that has been disputed by the cardholder or the card issuing bank. The card issuing bank has debited Wells Fargo for the transaction and Wells Fargo debits the merchant account as stipulated in the Merchant Agreement and card payment network rules. Common reasons for chargebacks:

- The card was fraudulent
- Cardholder disputes the quality or receipt of merchandise
- The amount charged to the card was incorrect
- Processing errors were made during the transaction
- Proper authorization was not obtained
- Merchant did not fulfill a retrieval request

How does the dispute process work?

After the cardholder has disputed a transaction, the card issuing bank typically has two options depending on what the cardholder has indicated as the reason for the dispute:

1. Request a copy of the sales draft, also known as a media retrieval request.
2. Request that the transaction be charged back to the merchant, also known as a chargeback request.

Wells Fargo Merchant Services will fax or mail you copies of these requests so that you can provide a response. If you are enrolled in Dispute Manager, the Internet-based dispute management tool, you can also obtain copies online. (See last portion of this "Dispute Process" section, as well as the "Reporting" section for more information about Dispute Manager.)

Card issuing banks have the right to charge back transactions for up to 120 days. (NOTE: The 120 days may start later than the date of the actual purchase.) If the card issuing bank has submitted a chargeback request, then your account is immediately debited for the amount of the dispute and will not be reversed until Wells Fargo Merchant Services has submitted your defense for review by the cardholder and/or card issuing bank.

What do I do?

When Wells Fargo Merchant Services faxes or mails you a chargeback request, you have fourteen (14) calendar days from the date on the request to return, via fax, a clear and legible response. It is important to gather as much information about the transaction as you can and provide a comprehensive response to the request to help resolve the issue quickly. The chargeback and a chargeback fee are applied so it is in your best interest to resolve the customer dispute before the card issuing bank issues the claim.

If you have already issued a credit, provide copies of the credit record, including the date and amount that the account was credited. Please respond to chargeback notices, even if you have issued a credit.

When should I respond?

Immediately. It is best to research and respond as soon as possible as you no longer have the goods and your account has been debited for the sales amount or the disputed amount. Please be sure to respond quickly with a comprehensive defense in order to attempt to get the debit reversed. If you do not respond to a chargeback notice or if you respond after the chargeback notice period has ended, you will not be able to reverse the chargeback.

How do I dispute a chargeback?

To dispute a chargeback, provide a clear copy of the sales order within fourteen (14) calendar days showing:

- Date of original sale/credit
- Cardholder's account number and name
- Description of goods and/or services
- Total amount of the sale
- Total amount of chargeback
- Date of authorization and approval code

- Dated cover letter detailing the reasons for requesting a review of the chargeback, including information about the steps taken to prevent the chargeback, and documentation to support your dispute. It is very important to clearly explain why the customer's complaint is not valid.
- Any other supporting documentation such as AVS code, delivery confirmation, bill to/ship to address, any correspondence with the cardholder, and credit card security code (CVV, CID, CVC2) response.

If your dispute and documentation support a reversal of the chargeback to the card issuing bank and is received within the reversal timeframes, Wells Fargo Merchant Services will reverse the item back to the card issuing bank and your account will be credited. It is important to note that the reversal is contingent upon the acceptance by the card issuing bank and/or the cardholder. The item may be presented a second time and your account will be debited accordingly. A reversal is not a guarantee that the chargeback has been resolved in your favor.

What tools are available to manage chargebacks?

Resolve Chargeback Tool

Wells Fargo Merchant Services has developed an online tool to provide merchants with suggestions for effectively responding to a chargeback. The Resolve Chargeback Tool is available online at: **wellsfargo.com/biz/resolvechargebacktool**

Once you have selected the criteria prompted by the Resolve Chargeback Tool, the final result is a screen with instructions providing the best methods to handle/resolve the chargeback based on the information provided.

Dispute Manager

Dispute Manager is the optional online tool accessible through the Business Track portal with simple enrollment steps at BusinessTrack.com. Once enrolled for the Dispute Manager service, chargebacks are posted to your account enabling you to investigate and resolve chargebacks in the most efficient manner possible. Dispute Manager also provides information required on media retrieval requests for outstanding, reversed, and expired disputed transactions. (See also "Reporting" section.)

Managing Fraud & Losses

How can I prevent fraud & chargebacks?

- Have proof the card was present by making sure you swipe all cards through your terminal.
- Get a signature from the cardholder and compare that signature to the back of the card. Check additional identification if necessary. If the card is unsigned, request a photo ID that has a signature, and have the cardholder sign the card. Otherwise, don't accept the card.
- Get an imprint whenever a card has to be manually keyed into a terminal. Be sure that all of the transaction information shows up on the imprinted copy including the amount, merchant name and location, and the cardholder's signature.
- If the credit card is declined when swiped through the terminal, do not continue to try and get an authorization. Instead you should request a new form of payment from the cardholder.
- Verify that the number on the screen matches the number on the card.
- Obtain an authorization number for the full amount of the sale — do not break the sale into several smaller amounts.
- When handling a refund, always issue a credit to the card account used for the original sale. Clearly disclose your return policy.
- Settle transactions promptly. In cases where settlement is delayed more than 5 days, we recommend obtaining a new authorization.

What if I think a transaction is suspicious?

Call the Authorization Center at 1-800-626-4480 and ask for the Code 10 Operator, which indicates that you suspect a fraudulent transaction.

When should I not accept a card payment?

- Signature on the receipt does not match the signature on the back of the card
- Hologram does not appear on the card or if it appears altered. Look for the hologram on Visa (flying doves), MasterCard (interlocking globes), Discover (celestial sphere of interlocking rings), and JCB (logo cards) cards. For American Express, some cards contain a holographic image on the front or back of the plastic to determine authenticity. Not all American Express Cards have a holographic image.
- Card shows signs of tampering (i.e., signature panel shows evidence of erasure; the account number or name on the front of the card looks uneven or misaligned)
- Card is unsigned. Ask for identification and have the customer sign the card in your presence. If the customer refuses, do not accept the card.

- Transaction is occurring either prior to the valid date or after the expiration date on the card. Ask for another form of payment.
- Account number on the face of the card and the number displayed on the terminal do not match, even if an authorization is received.
- For card not present transactions; multiple transactions on one card or similar cards with a single billing address but multiple shipping addresses.

Payment Network & Industry Compliance

In the bank card industry, the card payment networks exist for the purpose of facilitating payment transactions. To most effectively manage fraud and risk in today's business environment, the card payment networks have implemented comprehensive security requirements defining how cardholder data must be stored, managed, and processed to keep it secure. All merchants are required to be compliant with PCI Data Security Standards even if they are not required to validate that compliance.

Payment Card Industry (PCI) Data Security Standards

The Payment Card Industry (PCI) Data Security Standards apply to all credit card and debit card transactions for Visa, MasterCard, Discover, American Express, and JCB transactions. These security standards are internationally recognized best practices for cardholder data security and are intended to ensure that cardholder data is appropriately protected at all points in the course of a transaction.

Wells Fargo requires all of its merchants and their service providers to comply with the PCI Data Security Standards, as well as the Visa, MasterCard, Discover, and American Express information security programs. PCI Data Security Standards protect cardholders while minimizing the risk to your business.

Although Visa, MasterCard, Discover, and American Express programs are based on the PCI Data Security Standards, each card payment network maintains its own compliance program and reserves the right to take independent action for non-compliance with these standards.

Visa® Cardholder Information Security Program (CISP)

Visa's CISP program defines which entities are required to validate their compliance with PCI Data Security Standards and the method of that validation. The program then assigns penalties for entities that either fail to meet their validation requirements or are otherwise identified as non-compliant with the PCI Data Security Standards.

Mastercard® Site Data Protection (SDP)

MasterCard's SDP program defines which entities are required to validate their compliance with PCI Data Security Standards and the method of that validation. The program then assigns penalties for entities that either fail to meet their validation requirements or are otherwise identified as non-compliant with the PCI Data Security Standards.

Discover® Information Security and Compliance (DISC)

Discover's DISC program is designed to support the mandatory requirements set forth by PCI Data Security Standards by safeguarding cardholder information and limiting data compromises. Quality management security services provided through DISC help merchants prevent information system security events and attacks leading to identity theft and payment card fraud.

American Express Data Security

As a leader in consumer protection, American Express has a long-standing commitment to protect Cardmember Information and Data Security for U.S. Merchants. American Express Data Security Requirements address the threat of Cardmember Information compromise by implementing the PCI Data Security Standard. These enhanced safeguards and protections help improve customer trust, increase profitability and enhance a company's reputation.

NOTE: All merchants are required to be compliant with PCI Data Security Standards even if they are not required to validate that compliance.

Online resources

- **pcisecuritystandards.org**
- **visa.com/cisp**
- **mastercard.com/sdp**
- **discovernetwork.com/merchants/data-security/disc.html**

Payment Application Data Security Standard (PA-DSS), Validated Payment Applications

The Payment Card Industry Security Standards Council (PCI SSC) mandates that all businesses that use a payment application to process card payments ensure that it has been validated to comply with the PA-DSS. Merchants who are not compliant may no longer be able to process card payments. To verify that your payment application is compliant, please visit:
pcisecuritystandards.org/security_standards/vpa

Card payment network news and updates, as well as compliance and regulation information are available online at: **wellsfargo.com/biz/merchant/service/manage/associations**

Operating Procedures Guide

The Operating Procedures Guide contains rules and regulations from the card payment networks. It describes the process for submitting bank card transactions for payment, obtaining authorizations, responding to chargebacks and media retrieval requests, and other aspects of our services. This guide provides information to assist you with the management of your payment processing account within the guidelines of your Merchant Agreement.

The Operating Procedures Guide is available online at: **wellsfargo.com/merchantoperatingguide**

Merchant Products & Services

Wells Fargo Merchant Services offers a variety of secure payment processing products and services designed to increase sales and customer satisfaction. Wells Fargo Merchant Services features seamless integration to multiple payment processing systems, full automation of reporting and operational tools, and comprehensive equipment and software.

Call our Customer Service at 1-800-451-5817 for additional information on the products and services described in this section.

Merchant Payment Suites

Merchant Payment Suites are all-in-one solutions that include equipment and comprehensive services for accepting card payments for unique industries. These solutions are designed specifically for retailers, full service restaurants, and quick service restaurants so they can offer a variety of secure payment options to increase customer satisfaction and sales. Payment Suites feature the latest in compliant payment processing terminals[4] and software. Information about Merchant Payments Suites is available online at **wellsfargo.com/biz/merchant/solutions/retailers_suite**

EMV Chip Card Standard

The U.S. is adopting the more secure EMV chip card payment standards. EMV technology, was developed by Europay, MasterCard, and Visa, and now includes Discover and American Express. EMV technology offers benefits to both consumers and businesses. EMV technology offers more secure transactions to help reduce counterfeit card fraud. It also prepares your POS equipment to accept mobile wallets and contactless payments, giving customers more purchasing options with EMV chip cards, smartphones, and other devices. When you upgrade your equipment, be sure to choose EMV-compatible equipment. Your Wells Fargo Merchant Services representative can help you plan your EMV upgrade with cost-effective EMV solutions that will work with your existing system.

Online Payment Processing

Wells Fargo Merchant Services offers online payment processing that allows you to accept credit cards, signature debit cards, and electronic checks through a payment gateway. Information about online payment processing is available online at: **wellsfargo.com/biz/merchant/options/gateways**

PIN Debit

PIN debit transactions require cardholders to swipe their cards at the point-of-sale and enter their PIN to authenticate the cardholder and authorize payment for goods or services. Cardholders do not sign a receipt. With PIN debit payment, electronic deposits are made to the merchant account automatically, simplifying daily deposit reconciliation. PIN debit is a preferred method of payment for many customers because it's quick to process and minimizes the potential for fraud.

Gift Card

Gift cards have become a popular choice for gift giving and are available in two general types — closed loop stored-value cards and open loop stored-value cards. With the closed loop stored-value card a consumer purchases a gift card from you with cash, check, credit, or debit card for any dollar amount. The card is activated and the amount purchased is recorded on the card by swiping a magnetic stripe card through a point-of-sale terminal. You can customize your gift cards with your name and logo imprinted on them. These gift cards can only be used to purchase goods/services at your business.

[4] Costs of equipment are not included.

Closed loop stored-value cards help to increase store traffic by attracting new customers, increasing both overall revenue and incremental sales. They can also increase the frequency of visits of customers to your store.

Wells Fargo Merchant Services can help you set up a closed loop stored-value card program for your business. Call our Customer Service at 1-800-451-5817 to establish your gift card program.

The second type is the open loop stored-value card. The open loop stored-value cards are usually issued under the Visa, MasterCard, Discover, and American Express brands and can be purchased at financial institutions or authorized selling agents. The consumer can use open loop stored-value cards at any location accepting the issuing brand. As a Wells Fargo Merchant Services merchant you are able to accept open loop stored-value cards for each issuing brand (e.g., American Express, Visa, MasterCard, and Discover) you have chosen to accept.

All-in-one POS systems for retailers and restaurants

Interested in using the same kind of system that larger retail and restaurant chains use — even if you have only one location – at an affordable price? The Retail Solution is designed for small to mid-size retailers and can streamline your management tasks to give you better control of your business, and it's easy for you and your staff to use. With the Restaurant Solution, you can simplify your orders and payment processing. You can input orders, manage inventory, make menu changes, view customer history, plus much more. Both the retail and restaurant solutions are easy to use and cost-effective systems that can help you manage your business.

Mobile Payments

Sometimes business opportunities don't happen near an electrical outlet or phone line. That's why we offer mobile products to help you accept payments anytime and anywhere. You can accept credit, signature debit, and PIN debit cards. Our mobile products deliver fast, secure, error-free transactions wherever you're conducting business. They'll also help you obtain authorizations in seconds and improve your cash flow. We also have mobile products that work with your existing smartphone or tablet.[5] These lightweight, compact designs help you grow your business by quickly, easily, and reliably taking card payments anywhere you have customers.

TeleCheck® Card Acceptance

TeleCheck turns paper checks into electronic items at the point-of-sale. Your customers will have a fast, easy, secure way to pay and you'll benefit from a reduction in bank fees, check returns, and check handling expenses.

Contactless Payment

Many merchants want to accept the latest in payment technology, and we'll make sure you're equipped. Contactless payment solutions communicate with a card, or smart phone via a wireless signal. You can accept contactless payments using a small accessory that plugs into your payment terminal. At the point-of-sale, cardholders can tap or wave the contactless card making purchases quicker and more convenient for consumers and merchants. This solution is ideal for merchant environments that have a high volume of sales and depend on the merchant's ability to process transactions quickly.

[5] Mobile access with data plan is required. Available for iPhones, iPads, and selected Android smartphones and tablets.

Bank Products & Services

With more than 160 years of experience, Wells Fargo Bank is a reliable and trusted financial services provider. Whether you are starting a new business or looking for opportunities to grow your business, Wells Fargo can help you find the best solution for all your business needs.

Call our Wells Fargo Customer Connection at 1-800-35-WELLS (1-800-359-3557) for additional information on the products and services described in this section.

Wells Fargo Business Checking Account

A Wells Fargo business checking account is good for your business and provides the security of an FDIC-insured account. Open a Wells Fargo business checking account and link it to your merchant account. You'll receive funds on Visa, MasterCard, Discover[6], and American Express[7] transactions as soon as the next business day when funding to a Wells Fargo deposit account.

Wells Fargo Business Platinum Credit Card

A Wells Fargo business credit card is designed to meet your unique business needs and with the Wells Fargo Business Card Rewards® program, you can reward yourself for everyday purchases. Wells Fargo Business Platinum Credit Card is a convenient way to pay everyday business expenses and a smart alternative to cash, checks and personal credit cards. By linking to a Wells Fargo business checking account the Business Platinum card can provide overdraft protection with no annual fee and a fixed term. To determine the business card account that's right for you, visit a Wells Fargo location, call 1-800-416-8658 or go online at: **wellsfargo.com/biz/creditcards**

Wells Fargo Business Services® Packages

The *Wells Fargo Business Services Packages* are designed to streamline your business finances by offering all the financial services you need in a single package so you have more time to do what you do best – run your business. With a *Wells Fargo Business Services Package*, you'll get these significant benefits:

- More Convenience – manage your finances more easily by consolidating your business accounts into one package.
- Greater value – save money with special offers and discounts with a *Wells Fargo Business Services Package*.
- Flexibility – choose the products and services you need, and change them as often as your business requires. Simply add at least three products or services to the checking account to complete your package. Since you already have a merchant account, you only need two more products. You can choose from a Wells Fargo Business Platinum Debit Card, Wells Fargo Business Online® Banking (with Business Bill Pay and Business Spending Report included at no additional cost), a Business Savings account, and many more. Some restrictions may apply.[8]

To find out more about which *Wells Fargo Business Services Package* is right for your business, please call our National Business Banking Center at 1-800-35-WELLS or visit us online at: **wellsfargo.com/biz**

[6] Applies to merchants who authorize and settle Discover Cards through Wells Fargo Merchant Services.

[7] For American Express transactions, next day funding is only available for merchants where Wells Fargo Merchant Services (WFMS) is responsible for the authorization, processing and settlement of American Express Cards. It does not apply to merchants that have a direct relationship with American Express, where WFMS is responsible for only authorization and/or capture of American Express Cards, and American Express is responsible for processing and settlement.

[8] Card, credit, and deposit products, as well as Wells Fargo Merchant Services, are subject to credit qualification. Deposit products offered by Wells Fargo Bank, N.A., Member FDIC.