



Virtual POS Services

Information Guide

Dear Clients and future Partners!

UniCredit Bank pays special attention to the continuous improvement of its bankcard services. We offer a wide variety of different bankcard types to retail and business partners. Followed by the successful launch of bank card acquiring services that ensure high technological level and safety, in 2011 UniCredit Bank introduced Internet based Virtual Bank Card acceptance services to its clients.

The appearance of Internet created a virtual market for both goods and services – that is even though still behind traditional commercial channels, but shows an intense and rapid growth. UniCredit Bank's Virtual POS services lead to a modern, secure, and quick solution to online payments. In Your Webshop the so called Virtual POS terminals take to role of the traditional POS terminals that are seen in shops – this Virtual terminal will connect You with your Customer through UniCredit Bank's coded (https://) channel.

Our Bank would hereby like to express its interest regarding cooperation in virtual bank card acceptance, with respect to which it offers the following possibilities.

1. Acceptance infrastructure provided by UniCredit Bank

UniCredit Bank undertakes the virtual acceptance of the following bank cards, provided that the payment without the presence of a card option (Card Not Present) is basically determined by the bank issuing the card:

- VISA embossed cards
- VISA Electron cards (depending on the decision of the bank issuing the card)
- V PAY cards, (depending on the decision of the bank issuing the card)
- MasterCard embossed cards
- MasterCard Electronic cards (depending on the decision of the bank issuing the card)
- Maestro cards (depending on the decision of the bank issuing the card)
- Cards issued exclusively for online payment

UniCredit Bank offers to its Partners the most wide-spread, modern and safe virtual card acceptance technology. All transaction participants can hold only the information relevant for them, which mean that data security is ensured predominantly by the separation of data. The use of the system ensures that the data related to the customer, the purchase, the product and the service can only be obtained by the merchant, while bank card data can only be obtained by UniCredit Bank. After authorization of the transaction, the merchant is only informed of the fact whether the purchase was successful or not. It shall not receive information on the data content of the website executing the payment.

The application of the virtual POS service ensures the following advantages:

- checks automatically whether the bank card offered for acceptance is included in the black list;
- verifies the number and expiry of the bank card;
- automatically requests approval from the authorization centre of UniCredit Bank for every transaction, whereby it verifies the availability of sufficient funds on the account(s) related to the bank card offered for payment in each and every case;
- automatically performs the electronic settlement (at midnight) with the financial institutions issuing the bank card; however, this requires automatic closure of the business day;
- minimizes the risk of fraud related to bank cards by continuously monitoring bank cards and individual transactions.

In order for card processing activity to work in a continuous and professional way, UniCredit Bank operates a technical call center available 24 hours at local tariff rates, providing overall support in the event of any question you may have concerning online bank card processing. (Tel: 06-40/10-17-17)

UniCredit Bank's Virtual POS service applies the so-called 3D Secure safety solution, which was developed by international card companies MasterCard and Visa. 3D Secure provides maximum security and can be identified by customers initiating a transaction in your web store with the MasterCard SecureCode and the Verified by Visa logos. In the case of a 3D Secure transaction, the customer enters the unique identification code to be used for online purchases and in the case of these transactions Virtual POS contacts directly the bank issuing the card for the authorization.



The 3D Secure solution has several advantages for the merchant because:

- it increases customers' confidence in web stores;
- it reduces the risk of online fraud;
- the issuing bank assumes liability for any transactions potentially queried by the Cardholder: the risk cannot be assigned to the merchant.

2. The online purchase process

The participants of the transaction are the same as in the case of a purchase in a traditional retail outlet with the use of a POS terminal. It involves the Cardholder, the acceptor merchant, the card issuing bank and the card acceptor bank, which is in this case UniCredit Bank. During the purchase:

- 1.) In the web store the customer compiles the shopping cart with the products it wishes to purchase, enters the required delivery information and selects bank card payment when entering the payment method.
- 2.) Then the payment module installed in the web store system forwards the transaction data (amount, currency, customer's IP address and, if required by the merchant, short description of the transaction) to the bank's virtual POS application. The transaction ID issued by the bank is returned to the same payment module.
- 3.) After that, the customer is redirected to the bank's payment site where the transaction ID is also displayed. The customer needs to enter the bank card data on the appearing payment site which displays the logo of UniCredit Bank. (Name, card number, expiry, verification code). The redirection is performed in the interest of the customer. In this way, sensitive card data are not disclosed to and stored by the merchant operating the web store. For the sake of maximum security, a complete redirection takes place in every case; the so-called iFrame use by the merchant is not supported.
- 4.) Then the online authorization request is made for the acceptance of the card. If the authorization is granted, the transaction is executed.

- 5.) Finally, the customer is redirected to the web store with its transaction ID, and UniCredit Bank forwards the information regarding successful completion of the transaction.

Several types of transactions are available upon request; these are the following:

- Transaction performed in one step. UniCredit recommends this type of transaction when at the moment of payment the merchant is certain that the order can be fulfilled. This type of payment is similar to the normal, physical POS transaction; therefore after purchase the amount required for payment will be blocked, and then automatically charged to the customer's account.
- Transaction performed in two steps. UniCredit Bank considers this type of payment necessary when at the moment of payment the merchant is not certain whether the order can be fulfilled. In this case after purchase the amount will be blocked on the customer's account – but it will not be charged automatically. A second transaction – that is initiated by the merchant; at the moment when it is certain that the order can be fulfilled – performed within a pre-determined time frame will set the final charge on the client's account.
- Transaction reversal that means crediting the customer's account. Under given circumstances merchants have the opportunity of reversing transactions performed within their web shops. Partial reversal cannot take place when performing one step transaction. We recommend the two step transaction in case only a partial amount of the purchase has to be refunded on the customer's account.

Currency of acceptance is Hungarian Forint (HUF) in every case, for each transaction, that means authorization and pay-off towards the merchants may be proceeded exclusively in Hungarian Forints.

3. Contracting and VPOS installation

Prerequisites of contracting:

- Functioning website that is accessible at least in Hungarian language
- Visible logos of acceptable bank card brands – according to the standards of card issuing companies.
- Web shop's contact address; telephone; e-mail address; through which customers may introduce complaints, or ask questions from.
- Precise description and price of purchasable items within the web shop

UniCredit Bank undertakes to connect the web store to the system in the case of fulfillment of the following technical requirements, within 21 days of the conclusion of the agreements related to virtual card acceptance, provided that the web store development has been completed:

- Operating system: any operating system is acceptable. Use of a web server is recommended.
- IP address: a static IP address is required
- Supported environments, required applications:
 - Microsoft .NET Framework 2.0 or a higher version;
 - JAVA 1.4 or a higher version;
 - PHP 4.0.2 or a higher version;

Our Bank recommends the use of a HTTPS protocol.

After concluding the agreement, UniCredit Bank provides technical assistance to the operator or the developer of the web store. As part of this,

- upon the request of our client, the Bank shall send the technical specification required for the development to the email address specified in the agreement;
- the Bank shall also send via email the ID and the password to its test system which supports the development with technical background, descriptions etc. the IBIS Tool test system is available in English language for web store developers;
- If required, UniCredit Bank can recommend fast and flexible partner companies competent in web store development.

In the case of web store development, our Client and the web store developer:

- need to complete the steps described in the technical specification (installation and configuration of the required applications and their testing);
- If these tasks are completed, please inform the Bank
- A test period must be completed;
- In the case of a successful test period, you will receive from UniCredit Bank the certificate required for the live operation which needs to be installed.

After signing all required contracts, meeting all required technical criteria described above, and implementing the payment site to the Webshop, UniCredit Bank undertakes the responsibility to provide a certificate of authorized use of the Webshop within 5 working days. Besides the technical requirements and website developments, pre-determined content must be visible on the site, and successful test transactions must be executed for making the Webshop available for the public.

The present information sheet does not constitute an offer. Further details are set out in the Bank's List of Conditions for Enterprises and Business Organizations. UniCredit Bank reserves the right to change conditions.

Should we have succeeded in arousing your interest toward back card acquiring services, please call UniCredit Telefonbank at 06-40/50-40-50 or visit our home page: www.unicreditbank.hu. Our colleagues at UniCredit branches will be happy to provide you with further information.

UniCredit Bank Hungary Zrt.