

Regional Expansion of Personal Data Protection and Privacy Rules and Data Framework for Visa Services

AP, Canada, CEMEA, Europe, LAC (excluding Brazil) | Acquirers, Issuers, Processors

Visa Network; V PAY



Overview: The Visa Rules have been updated to expand rules relating to personal data protection and privacy to the AP, Canada, CEMEA and LAC regions. The *Data Framework for Visa Services*, a Visa Supplemental Requirements document, has also been expanded to the above regions. The changes are effective 15 October 2022.

Effective 15 October 2022, the rules that govern personal data protection and privacy, which currently apply to the Europe region only, will be expanded to cover the AP, Canada, CEMEA and LAC regions. The *Data Framework for Visa Services*, a Visa Supplemental Requirements document, will also expand to the above regions. The updates, which will be included in the October 2022 edition of the *Data Framework for Visa Services* and are applicable to the AP, Canada, CEMEA, Europe and LAC (excluding Brazil) regions, will not change the way in which Visa uses data or the way in which its services operate. The current *Data Framework for Visa Services* will be applicable in the Europe region only **through 14 October 2022**.

Mark Your Calendar:

- Expansion of personal data protection and privacy rules and the *Data Framework for Visa Services* to the AP, Canada, CEMEA and LAC regions (**15 October 2022**)

What Is Changing?

The Visa Rules related to personal data protection and privacy currently apply only in Europe. It is necessary to expand these requirements to other regions to ensure alignment with data and privacy-related laws, regulations and best practices. Rules have been streamlined for ease of compliance, and data use cases that were previously in the Visa Rules have been consolidated in the *Data Framework for Visa Services*.

Why Is This Needed?

Visa strives to be at the forefront of protecting consumer privacy and enabling Visa and its clients to comply with applicable personal data protection and privacy laws. Visa continually reviews its rules consistent with regulatory developments, including changes to these laws or the introduction of new laws.

What Does This Mean for Visa and Its Clients?

The update will not change the way in which Visa uses personal data or the way in which its services operate. From an operational perspective, the services remain the same.

This change is reflective of Visa's commitment to privacy and ensures that Visa and its clients are accountable for their obligations under personal data protection and privacy laws, where applicable.

For More Information

Merchants and third party agents should contact their acquirer.

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