

## Card Holder Data Knowledge

Maintaining effective cash flow and managing working capital have taken on greater importance in businesses of all sizes. Merchants may not be aware of the Interchange pricing differential between rates of different types of cards. Below is an explanation of the three levels of card holder data:

“Level-1” card data is typically associated with consumer transactions and provides limited purchase data back to the cardholder.

“Level-2” data adds more information to benefit the Corporate/Government/Industrial buyer, but the number of fields is limited because of the restricted data capture capabilities provided by most hardware-based POS terminals.

“Level-3” (also known as Level III) line item detail, which is equivalent to the information found on an itemized invoice, requires greater system capability and is provided through BCMS’ payment applications.

### Comparative Example

Data Type	Level-1	Level-2	Level-3
Merchant Name	x	x	x
Transaction Amount (Total)	x	x	x
Date	x	x	x
Tax Amount		x	x
Customer Code (16 Char)		x	x
Merchant Postal Code		x	x
Tax Identification		x	x
Merchant Minority Code		x	x
Merchant State Code		x	x
Item Product Code			x
Item Description			x
Item Quantity			x
Item Unit of Measure			x
Item Extended Amount			x
Item Net / Gross Indicator			x
Item Tax Amount			x
Item Tax Rate			x
Item Tax Identifier			x
Item Discount Indicator			x
Ship from Postal Code			x
Freight Amount			x
Duty Amount			x
Destination Postal Code			x
Destination Country Code			x
Alternate Tax Amount			x

#### B2C (Business-to-Consumer):

Business selling to individual consumers

- Consumer credit & charge cards
- Rewards cards

#### B2B (Business-to-Business):

Business selling to another business

- Corporate purchasing cards
- Business cards

#### B2G (Business-to-Government):

Business selling to Federal, State, or Local Government organizations or quasi-Government organizations

- Corporate purchasing cards
- GSA-SmartPay Federal Purchasing Card

Visa and MasterCard business, commercial, and purchasing cards are used just like personal credit and debit cards. However, Level-3 transactions carry lower Interchange rates because these cards are used in a B2B or B2G situations. Fraud, chargebacks, etc. are less and the costs are lower. Many merchants can qualify for a lower Interchange Rate by processing more in-depth Level-3 data (or line item detail) with each transaction.