

Stay Ahead of Visa's New Rules

Avoid GBPP fines. Visa rules now require pharmacy merchant certification and prohibits the sale of designer drugs.

Avoid fines and stay in compliance with new Visa rules.

Visa has made two important updates to its Global Brand Protection Program (GBPP). Acquirers, ISOs, and payment providers need to get ahead of these updates and take action before Visa starts penalizing non-compliant acquirers. LegitScript can help.

Pharmacy certification required for card-not-present pharmacy merchants.

Acquirers that process Visa transactions for card-not-present (CNP) pharmacy merchants, including telemedicine providers, must ensure these merchants are properly certified and monitored. LegitScript is one of only two independent certification organizations recognized by Visa to provide certification and ongoing monitoring for pharmacy merchants.

LegitScript has a team of certification experts who understand global policies and regulations. We make sure your pharmacy merchants are properly licensed and operating under applicable laws and regulations. Once certified, we monitor those merchants on an ongoing basis to ensure they remain in compliance and your portfolio stays clean.

Designer drug sales are prohibited.

Merchants offering designer drugs are now in-scope for GBPP fines. Unlike traditional controlled substances, which generally have a known composition, designer drugs can contain almost any combination of chemicals in unknown quantities. Examples include synthetic marijuana (commonly known as Spice and K2) and synthetic stimulants, such as bath salts and other cathinones.

LegitScript maintains the world's largest database of designer drugs and merchants selling those products. Industry-leading companies, including Google, Bing, and Amazon, depend on LegitScript to ensure compliance in this area. Our merchant monitoring solutions can help you too.

How LegitScript Can Help

Pharmacy Merchant Certification

Visa recognizes LegitScript's Pharmacy Certification Program as one of only two programs that meet GBPP requirements for pharmacy certification. Having healthcare merchants who are LegitScript-certified means having merchants who are operating lawfully so you stay in compliance with Visa rules.

Pricing

Category	Locations	Entry/Annual Fee	Monthly Monitoring
Brick & Mortar (No CNP)	1-3	\$395 - \$555	\$95 - \$160
Local Pharmacy (CNP)	1-3	\$495 - \$655	\$95 - \$160
Internet/Mail Order (CNP)	Any	\$995 - \$1,475	\$145 - \$345
Complex Pharmacies (CNP/No CNP)	Any	\$1,995	\$395

Pricing is based on the level of complexity in reviewing and monitoring your pharmacy. Within each price range, prices vary depending on the number of jurisdictions in which your pharmacy is licensed, domiciled, or serves cardholders. Please see legitscript.com/certify for additional information about pharmacy certification pricing.

LegitScript Product Database

Access the world's largest, most comprehensive database of designer drugs and other healthcare products to verify whether your merchants are operating in compliance.

Pricing

Users (Same Company)	Monthly Price (Per User)
1	\$99
2-25	\$74
26-50	\$49

Merchant Monitoring

Confidently assess merchant risk so you can take action before it results in fines. LegitScript's merchant monitoring solutions include state-of-the-art pharmacy certification, transaction laundering detection, and comprehensive compliance with GBPP and BRAM requirements.

Pricing

Pricing is based on a per-merchant monthly monitoring fee, plus an annual fee. Please contact us for a custom quote for your business.