

# SafetyPay

## Online payment method for bank account holders

SafetyPay, a technology company focused on financial services, seeks to develop alternative payment solutions in cash or bank transfer for all sales channels, including web, mobile or call centre with real time confirmation.

Launched in 2007, it is available in Latin America, the United States, Europe and Canada.

SafetyPay is accepted by thousands of merchants in dozens of countries around the world. Over 1.1 billion people can use SafetyPay to shop online.

SafetyPay helps protect consumers and merchants

from fraud and identity theft. Consumers never share personal financial information, like credit card numbers, with merchants or SafetyPay when they check out using SafetyPay.

Since SafetyPay never collects, sees or stores financial information, opportunities for fraud or identity theft are eliminated.

The only time consumers enter any login information is when they log into the secure online banking platform of their bank.

Transactions and payments are conducted in the local currencies.

### SafetyPay advantages:

**INTEGRATION** - one single integration for 21 countries and more than 100 banks

**NO FRAUD OR CHARGEBACK** - no risk of fraud and identity theft for both merchants and consumers.

**THE MARKET** - enables people with no credit/debit cards to make payments

## Product Description

Bank Transfer and Cash Payments

## Product Process

**Bank transfer**– when checking out, consumers choose SafetyPay as their payment method. They are redirected to the online banking environment of their own bank, where they securely enter their bank account information and approve payment. Finally, the merchant receives a payment notification and the transaction is complete.

**Cash payments** (through multiple service channels such as e-commerce or via call center) – when checking out online or on the phone, consumers choose SafetyPay as their payment method and their preferred currency. They are then provided a unique payment code, which they can take to one of SafetyPay's local payment partners, often a local bank.

## Countries Supported

**South America:** Brazil, Chile, Peru, Colombia, Ecuador

**Central America:** Costa Rica, Mexico, Puerto Rico (only cash), Panama, Nicaragua, Honduras, Dominican Republic, Guatemala, El Salvador

**North America:** Canada (only cash), USA (only cash)

**Europe:** Austria, Germany, Spain, Belgium, the Netherlands, Italy, Portugal (only cash)

## Merchant Advantages

- Access to 1.1 billion consumers
- Guaranteed funds and no chargebacks
- Funds can be converted into the merchants preferred currency
- Convert consumers, who do not wish to divulge their personal bank or credit card information
- Maximum conversion by using local payment option, currency and language support

## Consumer Advantages

- Provides the consumer with familiar and trusted payment method
- No credit or debit card needed
- Includes local support in native language
- Consumer can pay in local currency
- No need to provide additional personal information