



Interac Merchant Incentive Program

**Get involved and energized about preventing fraud
and protecting your business**

Debit card fraud affects everyone, including merchants. If a customer's debit card is compromised at your store, your brand or business may suffer. The brand equity and reputation that your company has carefully built over time can quickly be eroded, as consumer and media reaction to fraud incidents is typically swift and negative.

By learning and carrying out some simple tips and routine site inspections, you can play a role in protecting your business.



Interac Association wants to help you get started and has a program in place that will acknowledge your efforts in helping us combat debit card fraud by routinely carrying out fraud prevention measures and protecting your business.

Contact your payment service provider or dcfprevention@interac.ca for more information about this exciting incentive program.