

# Payment Account Reference (PAR)

Overview

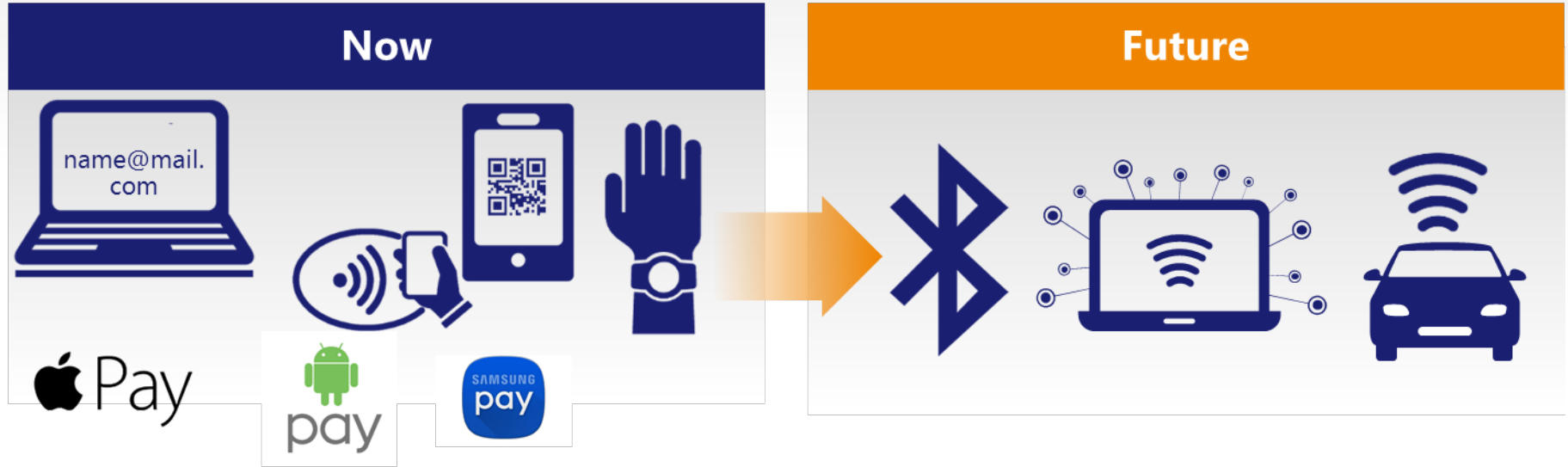
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# Tokenization was created as a standard for the ever-expanding payments ecosystem

Digital commerce is growing rapidly, with new ways to make payments proliferating



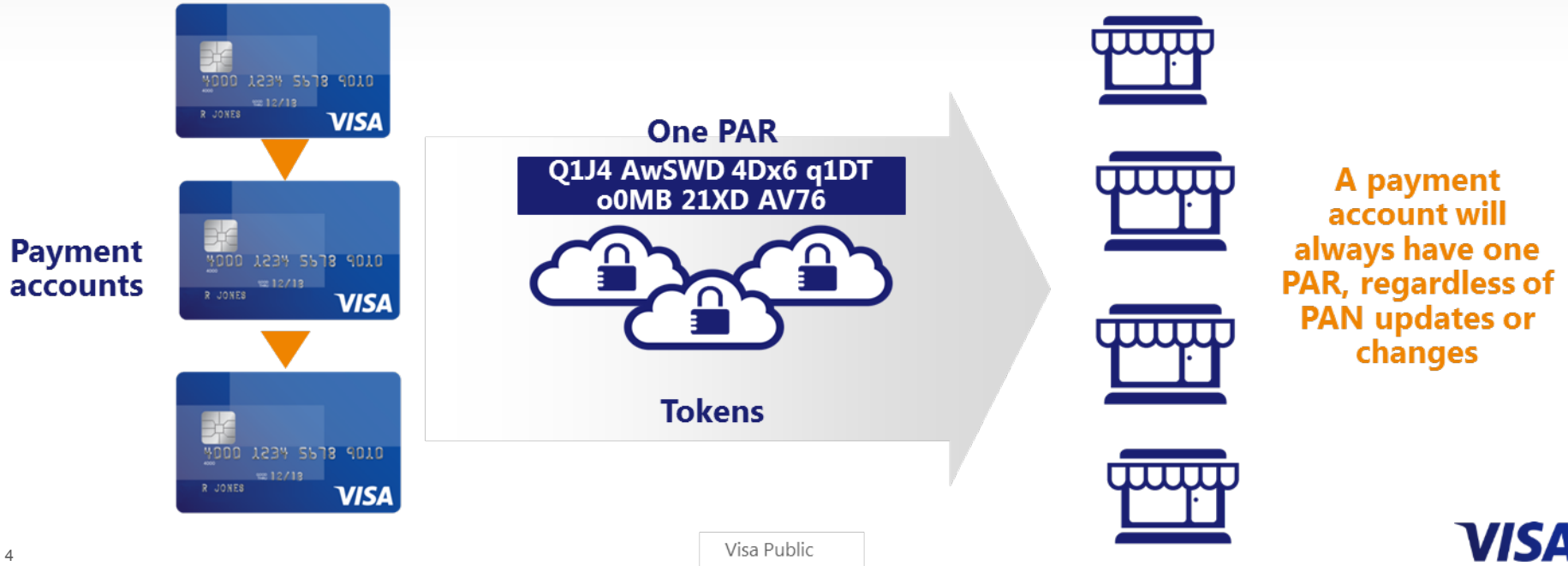
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# Meet the Millers video

# PAR – What is it

A Payment Account Reference (PAR) is a unique identifier associated with a specific cardholder PAN. This 29 character identification number can be used in place of sensitive consumer identification fields, and transmitted across the payments ecosystem to facilitate consumer identification.

Allows acquirers and merchants to track and manage accounts across multiple changing tokens without relying on a PAN



# PAR – Characteristics and Requirements

## Characteristics

- Needs to be a consistent length across all entities (not 16 digits like PAN)
- Method of generation does not need to be consistent
- Can be read at the terminal before transaction (ideally without any hardware terminal upgrades)

## Requirements

- Must be unique to the card account (PAN), not the cardholder
- Must be unique across and within Network entities
- Must exist outside the TSP environment and not be dependent on it
- Cannot be reverse engineered to obtain PAN

## Format

- Fixed 29 characters, uppercase, Roman, alphanumeric value (4+25) – Jan 2016 spec
- 4 character, uppercase, Roman, alphanumeric BIN controller identifier value (assigned by EMVCo), followed by unique 25 character value.

Q 1 J 4 Z 2 8 R K A 1 E B L 4 7 0 G 9 X Y G 9 0 R 5 D 3 E

BIN Controller Identifier  
(assigned by EMVCo)

Unique 25 character value for each PAN

Visa Public

VISA

# PAR – Availability & Sourcing

- 1 During the provisioning of the token
- 2 On-demand during the transaction
- 3 By PAR Inquiry function

## Sourcing

A PAR can be sourced by:



**Payment Devices**

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**Payment Networks**

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**Issuers**

## Availability

PAR is available to:



**Issuers**

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**Acquirers**

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**Merchants**

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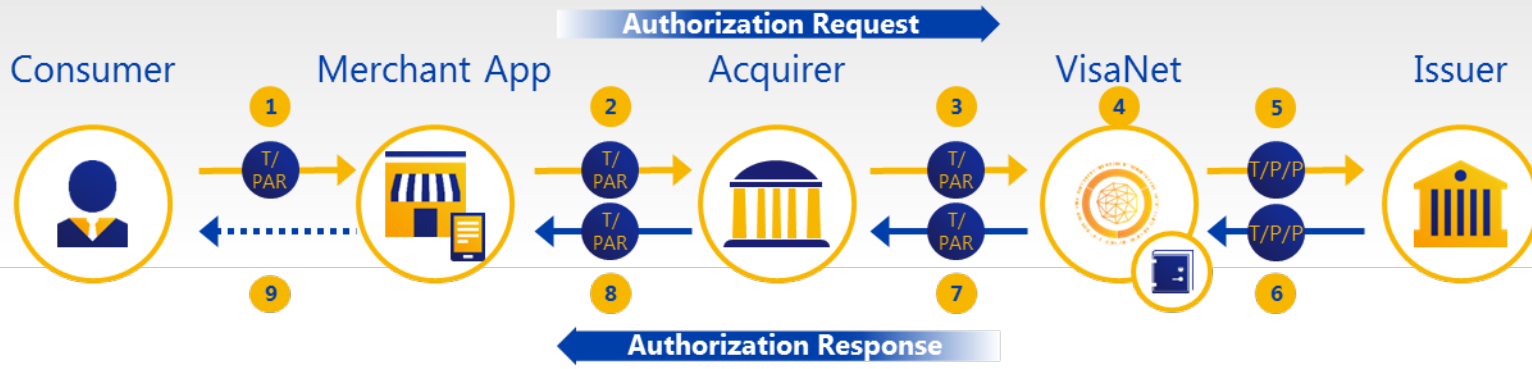
**Third Party Providers**

# How does it work?

Once generated, a PAR accompanies payment tokens and PANs (where necessary) by populating an additional communication field in payment messages.

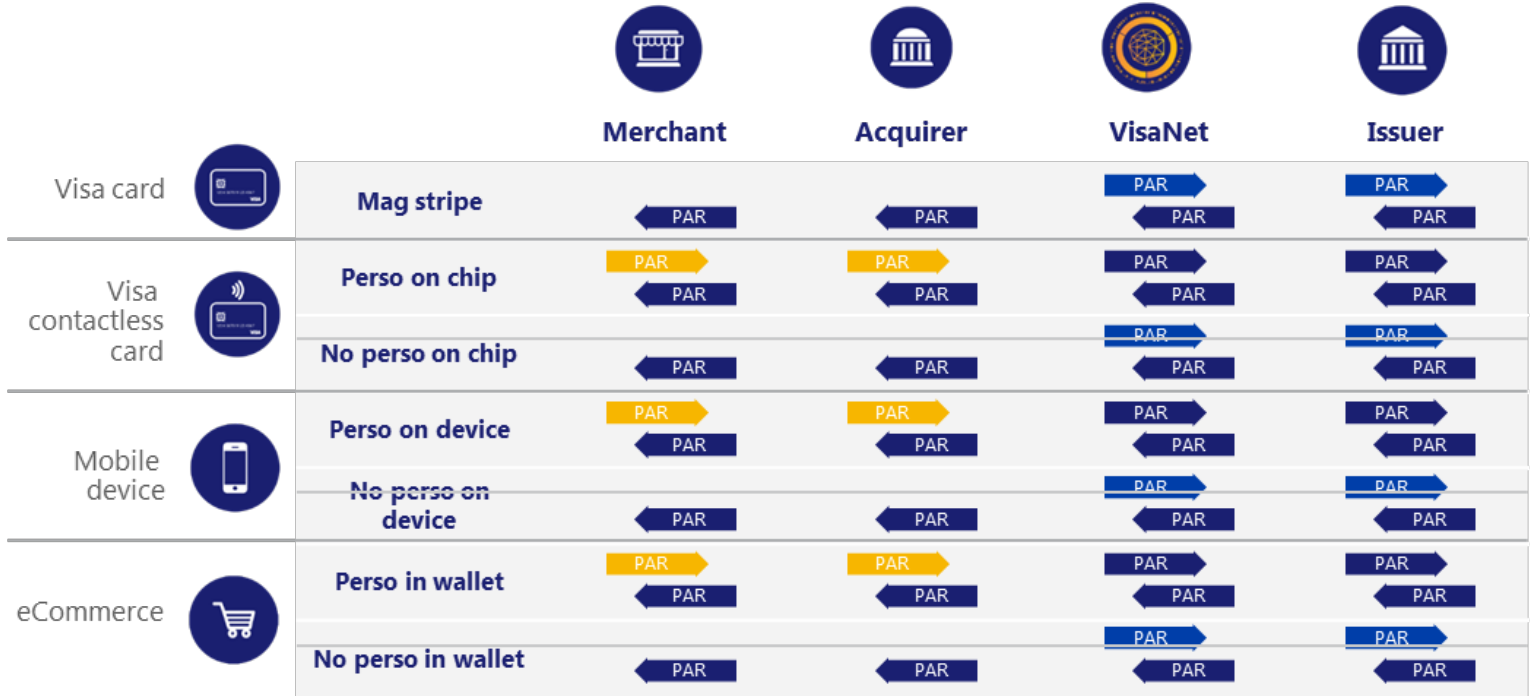
### Legend

-  Token + PAN
-  Token + PAR + PAN
-  Token + PAR
-  Token
-  Request
-  Response
-  Notification
-  VTS Token Vault



Transaction Process Flow			
1	Consumer initiates a transaction in which the Token + PAR are transmitted to the Merchant or Merchant Application via EMVCo Tag 9F24	6	The issuer responds to VisaNet and may optionally return PAR in field 56 (may apply loyalty)
2	The Merchant or Merchant Application recognizes the PAR and identifies the consumer, then passes the Acquirer the Token + PAR	7	VisaNet returns authorization response to acquirer with PAR in field 56.
3	The Acquirer transmits the Token + PAR to Visa Token Service	8	The acquirer communicates the Token + PAR and authorization decision to the Merchant or Merchant App
4	Using the Token to PAN mapping in the Token Vault, Visa Token Services detokenizes the Token	9	The Merchant or Merchant App communicates the success of the transaction to the consumer
5	VisaNet performs additional processing and inserts PAR into the authorization message (field 56) to the issuer		

# PAR transaction overview



 Embedded in payment device  
  Inserted by network  
  Retained and Returned



# Potential Key Benefits (Merchants & Acquirers)

- Real Time Cardholder Identification
- Omni-channel CRM
- Enhanced Risk / Fraud / AML
- Enhanced Loyalty / Rewards Programs
- Better Account lifecycle management

# PAR Industry Update

- EMVCo has published PAR Bulletin and in the process of publishing FAQ & White Paper
- Networks Associations are putting plans in place to support PAR
- Smart Card Alliance is publishing a white paper on EMVCo PAR
- Stakeholders are getting aware of PAR

# Thank You

For additional information contact

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