

POP

(Point-of-Purchase Entry)

Transactions

More cashflow. More options. More results.



POP transactions are one-time debit entries to a consumer's account based on a written authorization and account information drawn from a check obtained from the consumer at the point-of-purchase.



1.
MERCHANT scans check
at point of purchase



2.
EPN debits customer and
handles returns/collections



3.
MERCHANT receives money
72 hours after settlement

POP Advantages

- Convert your checks into electronic items at the point of sale
- Stop repeat debtors; increase cash flow
- We will electronically deposit your funds into your account
- Speed and convenience at checkout
- Better records—transaction details appear on bank statements
- Conversion with verification
- Eliminate/Reduce possibility of having your employee steal customer information

SAMPLE AUTHORIZATION WORDAGE:

I authorize (company) to convert my check to an electronic funds transfer or paper draft, and to debit my account for the amount of the transaction.

In the event that my draft or EFT is unpaid, I agree that a state applicable return item fee may be charged to my account via draft or EFT.

POP

Point-of-Purchase Entry

This SEC Code is used as an ACH debit application by Originators as a method of payment for the in-person purchase of goods or services by consumers. These non-recurring debit entries are initiated by the Originator based on a written authorization and account information drawn from the source document (a check) obtained from the consumer at the point-of-purchase. The source document, which is voided by the merchant and returned to the consumer at the point-of-purchase, is used to collect the consumer's routing number, account number, and check serial number that will be used to generate the debit entry to the consumer's account. This SEC Code enables ACH participants to readily identify point-of-purchase entries.

Originators of POP entries must obtain the consumer's written authorization prior to initiating the debit entry under this application. Although the NACHA Operating Rules do not prescribe specific authorization language for the point-of-purchase application, the authorization must conform to the requirements of the NACHA Operating Rules, which require that the authorization (1) be in writing, signed or similarly authenticated by the Receiver, (2) be readily identifiable as an ACH debit authorization, and (3) clearly and conspicuously state its terms. It is strongly recommended that authorization language for point-of-purchase entries specifically state that the check will not be processed. This will assist consumers in understanding the nature of the transaction. Originators must provide a copy of the authorization to the consumer.

Originators may only accept a check or sharedraft as a source document for a point-of-purchase debit entry if the check or sharedraft:

- Has not been previously negotiated
- Has not been previously voided
- Contains a pre-printed serial number
- Is drawn on a consumer account

Checks that may not be used as source documents for point-of-purchase entries include:

- Corporate checks
- Third-party checks
- Credit card checks
- Obligations of a financial institution (e.g., cashier's checks, money orders, traveler's checks, official check, etc.)
- Checks drawn on the Treasury of the United States, a Federal Reserve Bank, or a Federal Home Loan Bank
- Checks drawn on a state or local government
- Checks payable in a medium other than United States currency

Originators must, at the point-of-purchase, provide Receivers with a receipt that contains the following minimum amount of information:

- Originator name (merchant)
- Company (merchant)/third-party service provider telephone number
- Date of transaction
- Transaction amount
- Source document check serial number
- Merchant number (or other unique number that identifies the location of the transaction)
- Terminal city
- Terminal state