Managing risk, friction, and growth under PSD2

The Second Payments Services Directive (PSD2) is a step toward more open and secure online payments, but it presents merchants with new challenges. Most significant is the new requirement of Strong Customer Authentication (SCA) — which, while adding more security, also adds more friction. To prevent churn and keep revenue high under PSD2, merchants should adopt a Digital Trust & Safety strategy that stops fraud, maximizes conversion, and minimizes friction.

Align PSD2 compliance, risk, and revenue with Sift

With Sift, businesses can dynamically apply SCA when it's needed and remove it when it's not. Our accuracy ensures that your business can:

- **Stop fraud proactively**
  Accurately detect and stop bad payments pre-authorization

- **Apply Dynamic Friction**
  Remove friction for exemptions and out of scope transactions

- **Keep conversion high**
  Maximize exemptions for your low-risk users

### Does PSD2 apply to me?

PSD2 applies to online transactions where the issuing bank and acquiring bank are located in the EEA. If this is not the case, transactions are considered “out of scope.”

<table>
<thead>
<tr>
<th>Issuing bank (payer’s credit card)</th>
<th>Acquiring bank (merchant’s bank)</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>Germany</td>
<td>SCA required</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>USA</td>
<td>Out of scope</td>
</tr>
<tr>
<td>USA</td>
<td>USA</td>
<td>Out of scope</td>
</tr>
<tr>
<td>USA</td>
<td>Spain</td>
<td>Out of scope</td>
</tr>
</tbody>
</table>
PSD2 & SCA in a nutshell

By December 31, 2020, businesses operating in the European Economic Area are required to implement SCA (3DS 2.0) on a majority of online transactions. The additional friction from SCA can lead to a drop in conversion rates, and businesses need to adopt a strategy that maximizes exemptions while minimizing risk through smart payment routing.

Out of scope transactions and exemptions

There are many cases where SCA does not need to be applied. Businesses should consider removing friction for these transactions to maintain seamless customer experiences.

- **One leg out transactions**
  - If either the acquiring or issuing bank in a transaction is outside the EU

- **MOTO**
  - Mail order or telephone order payments

- **Merchant initiated transactions (MIT)**
  - Recurring payments for the same amount to the same merchant

- **Low-value transactions**
  - Transactions below €30 are exempt except in cases when the total amount attempted without SCA exceeds €100, or if there are five consecutive transactions

- **Low-risk transactions**
  - Additional exemptions up to certain amounts can be requested if real-time transaction risk analysis (TRA) determines they are low risk.
    - The fraud rates and exemption limits are as follows (90 days):
      - Up to 0.01% – Up to €500
      - Up to 0.06% – Up to €250
      - Up to 0.13% – Up to €100

- **Corporate payments**
  - Payments made with lodged cards and virtual card numbers

- **Trusted beneficiaries**
  - Whitelisted merchants provided to issuers by consumers

Get PSD2 compliant — without compromising good customer experiences

Reach out to sales@sift.com to learn how you can optimize your business for PSD2.