



# Keep sensitive payment data off your systems with tokenization

The COVID-19 pandemic is accelerating the online purchase of products and services with debit and credit cards. That is why today, more than ever, it is fundamental to protect cardholders' sensitive information and, to increase the authorization rates of Card-Non-Present (CNP) transactions.

**VISA** everywhere you want to be

- **Visa Token Service** enables online businesses to take advantage of the enhanced security that tokens add to the ecosystem, reducing the risk of fraudulent attacks, operational costs required by sensitive information, as well as increasing authorization and conversion rates, promoting a frictionless shopping experience.



