



Guidelines for White Label ATM Operators

In order to promote Electronic Fund Transfers following guidelines are issued by the State Bank of Pakistan (SBP) for the operations of White Label ATM Operators (WLAO) under the Payment Systems and Electronic Fund Transfers (PS&EFT) Act 2007.

The WLAO shall be required to fulfill following requirements under the Guidelines for commencement of its commercial launch with regard to product offering, operational readiness, telecommunication connectivity, cash management, settlement of funds, pricing, dispute resolution, regulatory reporting and SBP's inspection as elaborated below:

1. Permissible Payment Services

The WLAO shall be allowed to offer following Payment Services through White Label ATMs. However, any product offering not listed below shall require prior approval from SBP.

- i. Cash withdrawal
- ii. Cash deposit
- iii. Fund Transfer (IBFT)
- iv. Utility Bill Payments
- v. Account statements
- vi. Balance enquiry

2. Operational Readiness

In order to ensure smooth operations for the facilitation of customers, the WLAO shall comply with following requirements to attain operational readiness:

- a) Obtain membership of any ATM Switch authorized as Payment System Operator and Payment Service Providers vide PSD Circular No. 03 of 2014 under mutually agreed terms.
- b) Integrate its ATM controller with ATM Switch and furnish successful User Acceptance Testing (UAT) signoff to SBP prior to commercial launch.



- c) Establish dual network connectivity with ATM Switch to ensure network redundancy.
- d) All installed WLA should be Europay, MasterCard, Visa (EMV) compliant.
- e) WLAOs shall deploy appropriate Anti Skimming Solution/ devices on their ATMs, which effectively cover a robust defense against the latest ATM skimming devices.
- f) All WLA vestibules/ installation should be prominently identified as “White Label ATMs” along with name of the WLAO.
- g) Applicable Schedule of Charges (in Urdu and English languages) should be prominently displayed on WLA/ WLA Booth. Further, transaction menu of WLA should also display applicable service charges.
- h) Proper lighting and locking arrangements in WLA vestibule should be ensured.
- i) The WLA should have built-in cameras to capture snaps of customer from different angles while withdrawing cash that will serve as evidence of transaction. The captured snaps should have good visibility.
- j) High definition (HD) CCTV surveillance cameras should be installed in WLA vestibule to capture video of all activities with clear visibility except focusing keypad of ATM to avoid PIN capturing. All WLA and its associated devices/ hardware etc. should be in good working condition all the time.
- k) WLAO may sign comprehensive Service Level Agreement with respective vendors for proper maintenance of ATMs and its network to ensure a maximum uptime. However, WLAO is ultimately responsible for compliance of SBP’s instructions etc.
- l) Dial free hot-line should be available inside WLA vestibule which shall directly connect customer to WLAO Call Center/helpline as and when required. Further, the contact numbers of Call Centre should also be displayed for subsequent dialing by the customer if required.
- m) Complaint/ Suggestion Box should be available in WLA vestibule which should be cleared at the time of cash replenishment and should be forwarded on same day to the Dispute Resolution Team/ Call Centre for resolution.



3. Cash Management

With regard to Cash Management WLAO shall:

- a) Enter into agreement with Financial Institution(s) for adequate supply of genuine and ATM-Fit currency notes from their cash processing centre(s). However, WLAO shall ensure cash management and feeding of ATM fit notes under CCTV camera recording as per the instructions issued vide SBP-Finance Department Circular Number 3 of 2015 dated August 26, 2015 and other instructions on the subject matter issued from time to time. Further, WLAO may outsource cash replenishment function to third party.
- b) Ensure adequate cash back-up arrangements to ensure availability of ATM services round the clock specifically during long weekends.
- c) Ensure compliance of PSD Circular No 01 of 2006 for daily cash balancing and/or replenishment.

4. Transactions Settlement

WLAO shall settle its transactions with its ATM Switch as per the instructions contained in PSD circular No. 01 of 2007 dated August 23, 2007. For this purpose, the WLAO shall nominate a settlement bank and communicate the same to its ATM switch.

5. Pricing

The WLAO, while considering the viability of its business model, may charge reasonable transaction fees from their customers or issuing banks (if banks are willing to absorb WLA transaction charges of their customers). However:

- a) These charges shall be displayed at the time of the initiating the transaction at ATM screen in Urdu and English languages to seek prior customer permission to proceed further. The customer shall have the option to cancel the transaction in case the charges are not acceptable to him/ her.
- b) SBP reserves its right to intervene for the rationalization of WLA charges if they appear to be on the higher side or unjustifiable.



6. Dispute Resolution Mechanism

WLAO shall develop comprehensive Dispute Resolution Mechanism and resolve complaints as per the time frame issued vide PSD Circular Letter No. 02 of 2010. In this regard, WLAO shall establish a Call Centre on 24/7 basis to address consumer complaints.

7. Standard Operating Procedures (SOP) for Captured Cards

ATMs usually capture cards during transaction due to a number of reasons causing inconvenience to the customer. Therefore, WLAO should ensure to display the following messages in Urdu and English languages on WLA screen for customer guidance:

- a) Your card has been captured due to “<reason of card capturing>”.
- b) The card can be collected from your branch within five working days.
- c) The complaint of the captured card can be logged at Call Center.

The WLAO should follow below mentioned SOP for returning captured cards to the customer:

- d) Check their ATMs for captured or retained cards while cash balancing and ATM reconciliation to avoid undue inconvenience to the customers.
- e) Log all retained cards under dual control immediately upon removal from the ATM and make necessary arrangements for their return to the respective issuing bank branch within five working days.
- f) The log of retained cards should be readily available for SBP inspection.
- g) Preserve any captured card that appears “Suspicious” (for example, plain white plastic card, cardboard card or any other card that is unusual in nature) for at least 6 months. Details of such cards should be immediately reported to PSD-SBP.

8. Regulatory Reporting

The following reporting requirement shall be applicable on WLAO for the purpose of regulatory oversight:

- a) The WLAO should report at least 30 days before installation of new WLA or shifting of existing WLA.
- b) Reporting of Schedule of Charges on quarterly basis.
- c) Quarterly reporting of data under Master Circular of Payment Systems Data issued vide PSD Circular Letter No. 07 of 2016 dated October 27, 2016.
- d) Initial report of Security Incidents/ Breaches on next working day and detailed report within 15 days of occurrence. Further, the WLAO shall immediately report the respective issuer bank(s), if identified, the cards data, which is embedded in captured-plain white plastic card or any other card that is unusual in nature.

9. Inspection

The WLAO installations, systems, infrastructure and record will be subject to SBP Inspection as and when commenced at the discretion of SBP. The WLAO shall retain all transactional data including log of disputes/complaints, captured card data, video clips/transactional snaps, electronic journals and any other data that SBP might require during inspection under PS&EFT Act 2007 and other applicable laws.

