

Operational and Processing Standards

- 1 month ago - Updated

To maintain eligibility for the Clark Brands Expense Subsidy Program, participating locations must adhere to specific operational and payment processing requirements as applicable. These standards ensure smooth payment acceptance, security compliance, and a consistent experience across all Clark and Crown-branded locations.

Failure to meet these standards may result in ineligibility for the subsidy or the requirement to return previously granted Expense Credits.

Transaction & Compliance Requirements

1. Active Transaction Processing

- Each location must process transactions on the Clark Network in accordance with the **Approval to Process Letter** and **Clark's Merchant Processing Guidelines**.
- Continuous transaction processing is required throughout the subsidy program.
- Failure to maintain uninterrupted transaction processing will result in subsidy repayment.

2. Clark Gift Card Program Participation

- Locations must have POS systems configured to create and process gift cards using the **Clark Gift Card Program**.

3. Save Every Mile Loyalty Program

- Each location must install the **Save Every Mile Loyalty Program** and actively process loyalty transactions.
- Signage and promotional materials should be displayed to inform customers.

4. Endless Rewards MasterCard Promotion

- Locations must actively promote the **Endless Rewards MasterCard Program** to customers.
- Promotional materials must be visible at checkout areas and fuel dispensers.

5. PCI-DSS Compliance

- Each location must maintain **PCI-DSS compliance** throughout the duration of the subsidy program.

- Compliance must be maintained using **Clark-approved vendors**.
- Any lapse in PCI-DSS compliance may result in subsidy ineligibility.

6. MSD Contactless Must be Disabled

- This applies to transactions **both at the dispenser and inside the store**.

7. EMV Contactless Payment Capability

- Locations must have **EMV contactless payment enabled** at dispensers and inside the store.
- This includes support for **tap-to-pay transactions** using mobile wallets and contactless cards.

8. Pay-at-the-Pump Functionality

- Each location must maintain **pay-at-the-pump functionality** for customer convenience.

9. Visa Fleet 2.0 Compliant POS Environment

- The the hardware, software, and firmware of the payment environment must be certified to accept Visa Fleet 2.0 transactions.
 - POS
 - PIN Pads
 - Dispensers
- Note: If the subsidy being supplied addresses this requirement, then this requirement is nullified.