

Media Release

FirstOntario Credit Union goes live with the Everlink Debit Mastercard program

Hamilton, ON, November 9, 2023 –FirstOntario Credit Union is now live with the Everlink Debit Mastercard program and have begun issuing the new enhanced cards to members.

Now Offering More Ways to Pay

The Everlink Debit Mastercard provides FirstOntario members with several new ways to use their debit cards anywhere in the world where Mastercard is accepted. This includes card-not-present transactions like shopping online, over the phone/mail, as well as recurring payments directly from member accounts.

“FirstOntario is pleased to add a debit MasterCard to our suite of products and services,” said Lloyd Smith, CEO, FirstOntario Credit Union. “Thanks to the new card, online shopping is as easy as in-store. FirstOntario is committed to providing service anytime, anywhere and with this card all types of purchases and bill payments are easy, safe and secure. We believe our members will enjoy the benefits, features and convenience this card provides.”

Co-Badged Debit Increasingly Popular for Ecommerce

According to a recent Canadian Payments Forecast, more than 26 per cent of Canadians surveyed used Mastercard or Visa debit to make an online purchase in the past 12 months – that’s up more than 17 per cent in 2022 making it the fastest growing of all online payment options year-over-year. It currently sits as one of the top three most popular online payment methods and is projected to continue moving up the rankings in the years to come.

With this increased preference amongst Canadian consumers, it’s no surprise that FirstOntario was eager to provide this option to their members.

More Convenience, And More Security

Not only do members enjoy increased payment convenience on Mastercard’s worldwide network, but they also benefit from increased security as FirstOntario has implemented Everlink’s eSCORE™ fraud solution and the Visa Consumer Authentication Service (VCAS).

eSCORE™ is an award-winning, next generation fraud monitoring tool designed to target fraud risks associated with both card-present and card-not-present debit card transactions.

VCAS is a 3D Secure authentication service, giving issuers an opportunity to authenticate cardholders before merchants commit to processing a transaction.

The Debit Mastercard also provides zero liability protection against fraud for purchases members make in stores, in apps or over the phone. In addition, there is no fee for the card, and unlike a credit card there is no potential interest charges as payment comes right out of the member’s chequing account.

“With the increasing popularity of ecommerce, and cross-border transactions growing thanks to a full return to international travel, it’s important for credit unions to provide their members with the payment options they prefer and ensure that their cards remain top-of-wallet,” says Mark Ripplinger, President and CEO of Everlink. “Everlink is honored by FirstOntario’s decision to select us as their partner to launch their enhanced co-badged debit cards and look forward to working together on future payment innovations.”

About FirstOntario Credit Union

FirstOntario is a full service cooperative financial institution, serving members for more than 80 years throughout the Golden Horseshoe, Niagara Region, and Southwestern regions of Ontario. With \$6.5 billion in assets under management, FirstOntario is one of Canada’s largest credit unions. Everyone is welcome to be part of FirstOntario for financial services including daily transactions, mortgages, lines of credit, loans, and investments. FirstOntario profits are invested into the communities we serve through support for entrepreneurs, competitive rates and charitable pursuits including our award-winning student nutrition program. Learn more about us today at FirstOntario.com.

About Everlink

Everlink Payment Services Inc. is a leading provider of comprehensive, innovative, and integrated payments and digital solutions and services for financial institutions and service providers across Canada. In addition to supplying best-in-breed technology infrastructure and payment network connectivity, we offer a comprehensive range of integrated payments Lines of Business including Payment Network Gateway, ATM Managed Services, Card Issuance & Management, Fraud Management Solutions, Mobile Payments, Retail & SME Solutions, Digital Solutions and Professional Services. Visit www.everlink.ca to learn more.

Want to learn more? Contact us today!

For further information about Everlink’s Co-badged Card Program and their range of Fraud Management solutions, please contact marketing@everlink.ca.

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