

Importance of Using Authorized & Current BIN Tables

Overview

Merchants and third parties may often rely on third party BIN databases to procure BIN data. Visa has found that this practice often can lead to acceptance issues, causing unnecessary declines and impacts to payment operations processes. Visa analyzed the accuracy of a leading third-party BIN database and found that across all analyzed BIN attributes, **only 32% of the third-party BIN data was accurate when compared to Visa data.**

BIN Data Comparison: VBASS API – Leading Third-Party BIN Database



Issuer Name

52%

Incorrect



Product Name

24%

Incorrect

Impacted Use Cases

- Form prefill
- Issuer name display in digital wallets
- Issuer approval rate tracking

Impacted Use Cases

- Loyalty/offers programs
- Pricing decisions
- Customer affluence insights



Consumer/Business

20%

Incorrect



Credit/Debit/Prepaid

14%

Incorrect

Impacted Use Cases

- Surcharging
- Customer type insights

Impacted Use Cases

- Subscription services (avoid non-sufficient funds scenario)
- Product type approval rate tracking
- Cash-back programs

Best Practices

Visa recommends that merchants, third parties/other entities use authorized and current BIN tables and:

- ✓ Obtain Visa BIN files either directly through Visa's APIs ([VBASS APIs](#)) or from an acquirer or processor participating in the Visa BIN Attribute Sharing Service.
- ✓ Do not use tables purchased on the Internet

For More Information

Please contact your acquirer to discuss BIN table delivery options and visit [Visa Developer Center](#) for more information on obtaining BIN data directly via the Visa APIs.

Analysis Methodology: BIN data downloaded in June 2021, Analysis based on 40,000 BINs in both datasets. Match % calculated by comparing third party BIN data to Visa's data. How to read charts-Example: 52% incorrect issuer name incorrect means that issuer name in third-party BIN database was incorrect for 52% of the analyzed BINs.