

## Marketplace Guidelines

### Office of the Bursar Cash Operations

---

#### **Background**

The UConn Marketplace provides University departments with a secure and cost effective way to extend their business operations to the World Wide Web. The UConn Marketplace is an eCommerce solution hosted by TouchNet. TouchNet supplies the University with a Payment Card Industry (PCI) compliant solution for accepting online payments. The UConn Marketplace is a secure environment to connect buyers and sellers electronically, making it easy for students, parents, alumni and the community to do business with the University. The UConn Marketplace allows departments to easily create online storefronts to sell products and accept online payments.

#### **Definitions**

**UConn Marketplace** – A virtual mall that contains links to all of the stores and products that exist in the UConn Marketplace.

**Marketplace Operations Center** – The web application for building and editing the stores and products that reside in the Marketplace. Reports are generated and orders are filled, canceled, or refunded using the Marketplace Operations Center.

**uStore** – A shopping cart application that allows customers to purchase items and pay for products through an online storefront.

**uPay** – An application that allows customers to securely make a payment to the University through a University's website. This option is only available to departments using a TouchNet Ready Partner. Full list of partners can be viewed at <https://www.touchnet.com/en/partners/touchnet-ready-partners>.

**TouchNet Payment Gateway** – Collects payment data from the customer and sends to the University's credit card processor, Global Payments. Generates Automated Clearing House (ACH) standard files to send to the bank for web check transactions.

**Credit Card Processor** – The University uses Global Payments as the credit card processor. TouchNet Payment Gateway sends card data to Global, who then processes the payment between the cardholder and the University's bank accounts.

**Department** – The Department is defined as the University office that is requesting approval to utilize Marketplace.

## **Roles and Responsibilities**

### **Office of the Bursar**

Cash Operations in the Office of the Bursar is responsible for working with the University's credit card processor to obtain new merchant IDs when necessary and for setting up host system accounts in the TouchNet Payment Gateway. Cash Operations is also the liaison between the University and TouchNet for any and all Marketplace related concerns and questions. Cash Operations uploads payment files from Marketplace into KFS, and reconciles KFS to the bank deposits. Cash Operations is the main point of contact for departments utilizing Marketplace and has general oversight of the Marketplace. Cash Operations will periodically audit each storefront to ensure that appropriate standards are followed.

### **Information Technology Services (ITS)**

ITS is responsible for ensuring the University's PCI Compliance from a network standpoint and provides support to Cash Operations and departments as needed.

### **Tax & Compliance**

The Tax & Compliance Office is responsible for compliance with federal, state, and local tax laws across all aspects of University operations. Departments must consult with Tax & Compliance before submitting their Marketplace Request Form to determine if sales tax is required for their product(s). The department must also consult with Tax & Compliance before adding any new product(s) to their existing storefronts.

### **Merchant Manager**

The Merchant Manager is a role within Marketplace held by someone within the department. The Merchant Manager completes requests for new stores, obtains approval from Departmental Directors and submits the form to Cash Operations for review. Once approved, the Merchant and Store Managers work with Cash Operations to setup the storefront.

### **Store Manager**

The Store Manager is responsible for day to day management of the store, adding and removing products, and reconciling sales. The Store Manager can also add other users to the store and assign fulfiller, fulfiller with cancel/refund rights, store clerk, and store accountant roles.

### **Fulfiller/Fulfiller with Refund and Cancel Rights**

The Fulfiller is responsible for entering fulfillment information and sending shipment confirmation messages to buyers. Fulfillers with refund and cancel rights can also cancel all or part of a pending order and refund payment for a completed order. Orders should not be fulfilled until the ordered products can be shipped to the customer.

### **Store Clerk**

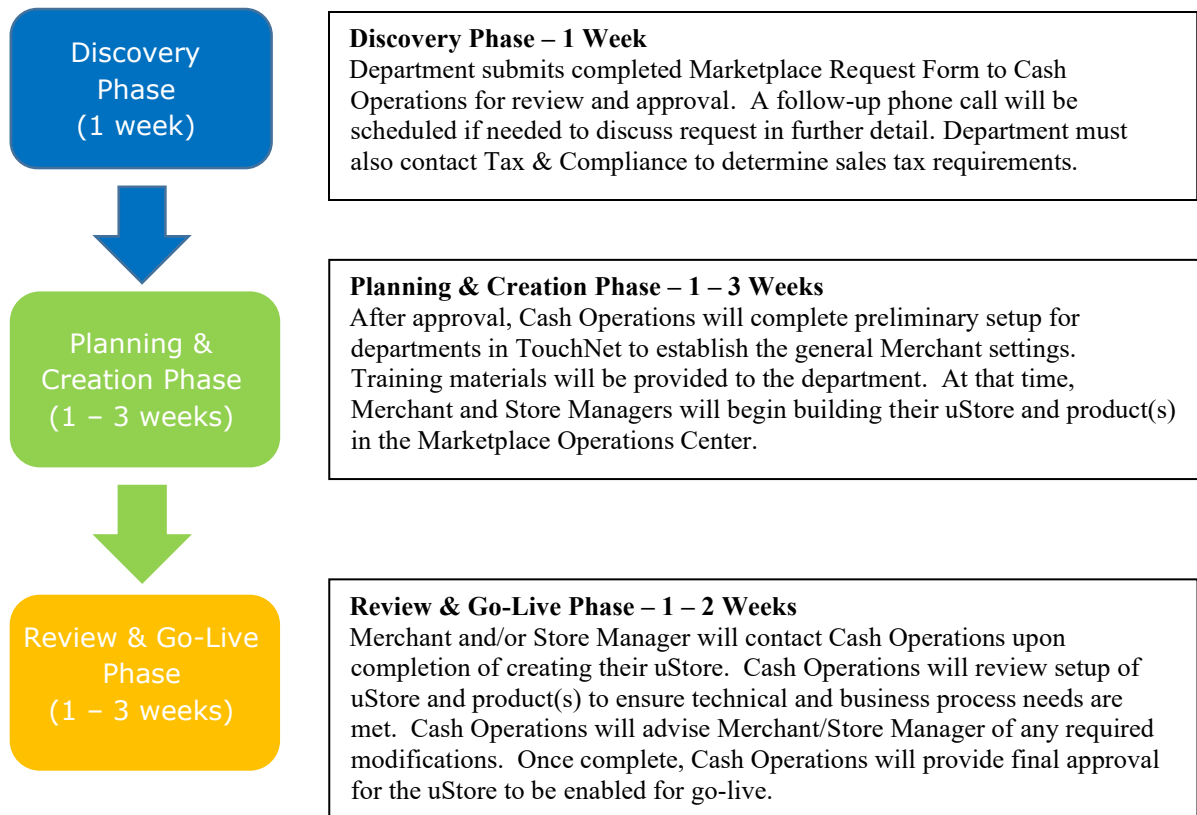
The Store Clerk can add and edit products in their assigned store. They can also move products between categories.

### **Store Accountant**

The Store Accountant can view Marketplace Financial Reports for their assigned store.

## New uStore Creation Process and Timeline

The time frame for implementing a new uStore can vary but is approximately 3 to 6 weeks depending on the size and complexity of the uStore. The length of time is largely dependent on the department's availability to build their storefront and products. Below is a general timeframe of the uStore creation process.



## User Agreement Guidelines

### Credit Card Fees

Credit card types that may be accepted through Marketplace includes MasterCard, Visa, Discover, American Express, JCB and UnionPay. The card brands charge a fee for using their payment networks. The University receives monthly bills from the credit card processor for fees associated with credit card payments. The fees will be allocated directly to the department's KFS account on a monthly basis by Cash Operations. Effective January 2019, a flat rate of 2.25% of the department's online monthly sales and a 2.5% flat rate of the department's in-person monthly sales will be charged to cover the processing fees.

### ACH Payments

Please contact [marketplace@uconn.edu](mailto:marketplace@uconn.edu) if you're interested in accepting ACH payments. There is no fee for ACH payments. ACH payment cannot be used for products that require manual fulfillment.

### Payment Card Industry (PCI) Compliance & Information Security

Although Marketplace centralizes much of the PCI Compliance responsibility associated with accepting credit card payments to Office of the Bursar and ITS, there are still responsibilities that fall on the department. These responsibilities include, but are not limited to, accepting in-person payments only if utilizing Marketplace P2PE devices (anticipated to be available by end of 2018). Additionally, departments are not to allow customers to

As of September 2019

use University devices to make payment through the uStore, unless the device has been approved by ITS and Office of the Bursar, and meets all relevant PCI Standards. Departments also are not to accept credit card payments via phone, mail, fax, or any other method that would require the department to store and manually input cardholder data. Departments are responsible for compliance with any applicable technology requirements as stated in the most current PCI Data Security Standard. For more information on PCI Data Security Standards, please visit <https://www.pcisecuritystandards.org/>. Additionally, please review the University's Information Security website: <https://security.uconn.edu/>.

## **Sales Tax**

The department is responsible for consulting the University's Tax & Compliance Office to determine if sales tax is required for their product(s) prior to submitting the Marketplace Request Form as well as prior to creating any new uStores and products within their approved Merchant.

## **Reconciling**

Marketplace transactions will be recorded in KFS by Cash Operations via CCR eDocs (for credit card payments), AD eDocs (for ACH payments) and CTRL eDocs (for KFS invoice payments). Departments are responsible for reconciling sales transactions captured through their online storefronts with transactions posted to KFS. If a department discovers that sales transactions are missing, duplicated, or incorrectly posted, the staff member responsible for reconciling the accounts must contact the Cash Operations for assistance in resolving the errors immediately.

## **Disputed Transaction Sales**

If a credit card holder disputes a sale transaction processed through UConn Marketplace, Global Payments will contact Cash Operations, which will then contact the department. If the cardholder wins the dispute, the University's bank account will be debited for the transaction. Cash Operations will then record the debit in the department's KFS account.

## **Customer Service**

The following standard practices will be observed: prompt and correct fulfillment of orders, prompt notification to the customer regarding any problems or delays with the order, and management of the customer relationship in a professional manner. The department is to assist all customer inquiries.

## **Returns, Exchanges, and Refunds**

Refunds will be issued back to the original payment method (credit card, bank account for ACH payments). Under no circumstances will a refund be issued as cash. Refunds, like returns, should be processed within 30 days of the purchase or delivery of an item. The department is responsible for processing all refunds and returns.

## **Advertising**

Advertisements for non-University goods and/or services are prohibited within UConn Marketplace.