

VoP communication in Lithuania

EFIP meeting 26 June, 2025



VOP will bring a new payment experience for customers, so proper communication is needed

Payment service users should get the information about:

The new service

The way it works

The purpose of VOP

Required actions from the customer

Potential frictions

Bank of Lithuania

General information – what is common for all PSPs

- Requirements stemming from the regulation
- Main changes to the current experience
- Possible effects

Payment service providers

- Information oriented to the service of the particular PSP
- Tailored to its customers
- Channeled to reach own customers

Two streams reinforce each other



Each change may be exploited by fraudsters to build new fraud scenarios

PSPs do not send messages, e-mails with links requesting customers to provide their data VOP is performed **only in the PSPs' systems** – internet banking, mobile app If you receive such messages – it is fraud No active actions required for VOP

Communication should cover the liability aspect

Payer's and PSP's liability

Payer's choice to authorize the payment even in case of "no match", and the possible consequences thereof

PSP's responsibility if VoP is not provided properly

What if... ...VoP was not performed?

VoP is not required

not in the scope, e.g. payment to non-Eurozone PSP

VoP did not work

technical issues, etc.

Different implications for the customer

→ that should be explained in the communication

Timeline

٠

•

٠

Q&A



Communication to the public

June 2025 1st wave

Warnings regarding fraud

Communication from

Banking association

• General information

- Responses to media request
- Maintaining an information flow



Sept-Oct 2025 2st wave

- More detailed
 information
- Different communication channels involved
- PSPs' communication
- Warnings regarding fraud
- More extensive Q&A

Background communication

Communication coordination with PSPs, associations

Consultations on VOP for market participants

Voiced expectations regarding market's communication Information to other institutions fighting against fraud



Thank you