A method of effecting an electronic transaction

ABSTRACT

A method of effecting an electronic transaction is described. The method includes receiving, through a merchant aggregator platform, a selection of one or more articles from a plurality of articles offered for purchase by a plurality of merchants on the merchant aggregator platform, wherein the platform is hosted by a merchant acquirer. Payment vehicle credentials of a payment vehicle are then passed to a payment gateway, and a vehicle representative (VR) is created at the payment gateway and associated with one or more credentials of the payment vehicle, the VR being useable by the merchant aggregator platform, in place of the one or more credentials, but from which the one or more credentials are indeterminable. The VR is then provided to the merchant aggregator platform through which a purchase request is received to confirm that the one or more articles have been purchased. Purchase details of the purchase request are then sent with the VR to the payment gateway at which the payment vehicle credentials are associated with the purchase details, based on the VR, and passed with the payment vehicle credentials to the merchant acquirer for on-going processing of the transaction.

[Fig. 1]