WHAT IS CLAIMED IS:

1. A method comprising:

receiving additional data from a portable consumer device used to conduct a transaction, wherein the additional data is encrypted and is associated with the transaction;

generating, by an access device, an authorization request message comprising the encrypted additional data;

transmitting the authorization request message comprising the encrypted additional data to a server computer; and

receiving an authorization response message from the server computer.

2. The method of claim 1, further comprising:

generating, by the access device, a prompt for the additional data.

3. The method of claim 1, wherein the portable consumer device displays a prompt for the additional data.

4. The method of claim 3, wherein the portable consumer device encrypts the additional data, and transmits the encrypted additional data from portable consumer device to an access device.

5. The method of claim 1, wherein the additional data comprises a rating associated with the transaction.

6. The method of claim 1, wherein the additional data comprises transaction profile data of a user, a geographical location, an image, or an authentication message.

7. An access device comprising a processor and a non-transitory computer readable medium, wherein the non-transitory computer readable medium comprises code executable by the processor to implement a method, the method comprising:

receiving additional data from a portable consumer device used to conduct a transaction, wherein the additional data is encrypted and is associated with the transaction;

generating an authorization request message comprising the encrypted additional data;

transmitting the authorization request message comprising the encrypted additional data to a server computer; and

receiving an authorization response message from the server computer

8. The access device of claim 8, wherein the method further comprises generating a prompt for the additional data.

9. The access device of claim 8, wherein the additional data is a rating associated with the transaction.

10. A method comprising:

receiving an authorization request message comprising encrypted additional data for a transaction from an access device operated by a merchant;

decrypting, by a server computer, the encrypted additional data associated with the transaction;

storing the decrypted additional data associated with the transaction in a database;

determining whether the merchant is eligible to receive decrypted additional data; and

transmitting an authorization response message to the access device.

11. The method of claim 10, further comprising:

removing the encrypted additional data from the authorization request message, thereby generating a second authorization request message;

transmitting the second authorization request message to an issuer; and

receiving the authorization response message from the issuer.

12. The method of claim 10 wherein the authorization response message comprises the additional data.

13. The method of claim 10, further comprising:

transmitting the decrypted additional data associated with the transaction to the access device when the merchant is eligible to receive decrypted additional data.

14. The method of claim 10, wherein the additional data is a rating associated with the transaction.

15. The method of claim 10, wherein the additional data is transaction profile data of the user, a geographical location, an image, or an authentication message associated with the transaction.

16. A server computer comprising a processor and a non-transitory computer readable medium, wherein the non-transitory computer readable medium comprises code executable by the processor to implement a method, the method comprising:

receiving an authorization request message comprising encrypted additional data for a transaction from an access device operated by a merchant;

decrypting the encrypted additional data associated with the transaction;

storing the decrypted additional data associated with the transaction in a database;

determining whether the merchant is eligible to receive decrypted additional data; and

transmitting an authorization response message to the access device.

17. A method comprising:

generating, by a mobile communication device, a prompt for additional data, the prompt associated with a transaction conducted with an access device;

receiving, the additional data at the mobile communication device; and

transmitting the additional data to a server computer.

18. The method of claim 22, wherein the additional data comprises a rating, and wherein the rating is provide on a review Website.

19. The method of claim 22 wherein the mobile communication device interacts with the access device using a short range communication protocol and the encrypted data is transmitted to the server computer using a long range communication protocol, and wherein the generated prompt is in response to an interaction with the access device during the transaction.

20. A mobile communication device comprising a processor and a non-transitory computer readable medium, wherein the non-transitory computer readable medium comprises code executable by the processor to implement a method, the method comprising:

generating a prompt for additional data, wherein the prompt is associated with an interaction with an access device during a transaction;

receiving the additional data; and

transmitting the additional data to a server computer.

21. The mobile communication device of claim 24 wherein the prompt is in response to an interaction between the mobile communication device and the access device.

Claims

1. A method comprising:

receiving, by an access device, additional data from a portable consumer device used to conduct a transaction, wherein the additional data is encrypted and is associated with the transaction;

generating, by the access device, an authorization request message comprising the encrypted additional data;

transmitting the authorization request message comprising the encrypted additional data to a server computer; and

receiving an authorization response message from the server computer.

2. The method of claim 1, further comprising:

generating, by the access device, a prompt for the additional data.

3. The method of claim 1, wherein the portable consumer device displays a prompt for the additional data.

4. The method of claim 3, wherein the portable consumer device encrypts the additional data, and transmits the encrypted additional data from portable consumer device to an access device.

5. The method of claim 1, wherein the additional data comprises a rating associated with the transaction.

6. The method of claim 1, wherein the additional data comprises transaction profile data of a user, a geographical location, an image, or an authentication message.

7. An access device comprising a processor and a non-transitory computer readable medium, wherein the non-transitory computer readable medium comprises code executable by the processor to implement a method, the method comprising:

receiving additional data from a portable consumer device used to conduct a transaction, wherein the additional data is encrypted and is associated with the transaction;

generating an authorization request message comprising the encrypted additional data;

transmitting the authorization request message comprising the encrypted additional data to a server computer; and

receiving an authorization response message from the server computer

8. The access device of claim 7, wherein the method further comprises generating a prompt for the additional data.

9. The access device of claim 7, wherein the additional data is a rating associated with the transaction.

10. A method comprising:

receiving an authorization request message comprising encrypted additional data for a transaction from an access device operated by a merchant;

decrypting, by a server computer, the encrypted additional data associated with the transaction;

storing the decrypted additional data associated with the transaction in a database;

determining whether the merchant is eligible to receive decrypted additional data; and

transmitting an authorization response message to the access device.

11. The method of claim 10, further comprising:

removing the encrypted additional data from the authorization request message, thereby generating a second authorization request message;

transmitting the second authorization request message to an issuer; and

receiving the authorization response message from the issuer.

12. The method of claim 10, wherein the authorization response message comprises the additional data.

13. The method of claim 10, further comprising:

transmitting the decrypted additional data associated with the transaction to the access device when the merchant is eligible to receive decrypted additional data.

14. The method of claim 10, wherein the additional data is a rating associated with the transaction.

15. The method of claim 10, wherein the additional data is transaction profile data of the user, a geographical location, an image, or an authentication message associated with the transaction.

16. A server computer comprising a processor and a non-transitory computer readable medium, wherein the non-transitory computer readable medium comprises code executable by the processor to implement a method, the method comprising:

receiving an authorization request message comprising encrypted additional data for a transaction from an access device operated by a merchant;

decrypting the encrypted additional data associated with the transaction;

storing the decrypted additional data associated with the transaction in a database;

determining whether the merchant is eligible to receive decrypted additional data; and

transmitting an authorization response message to the access device.

17. A method comprising:

generating, by a mobile communication device, a prompt for additional data, the prompt associated with a transaction conducted with an access device;

receiving, the additional data at the mobile communication device; and

transmitting the additional data to a server computer.

18. The method of claim 17, wherein the additional data comprises a rating, and wherein the rating is provide on a review Website.

19. The method of claim 17, wherein the mobile communication device interacts with the access device using a short range communication protocol and the encrypted data is transmitted

to the server computer using a long range communication protocol, and wherein the generated prompt is in response to an interaction with the access device during the transaction.

20. A mobile communication device comprising a processor and a non-transitory computer readable medium, wherein the non-transitory computer readable medium comprises code executable by the processor to implement a method, the method comprising:

generating a prompt for additional data, wherein the prompt is associated with an interaction with an access device during a transaction;

receiving the additional data; and

transmitting the additional data to a server computer.

21. The mobile communication device of claim 20, wherein the prompt is in response to an interaction between the mobile communication device and the access device.