# GoCardless

# INTRODUCING DIRECT DEBIT

A guide to why you should choose to pay with Direct Debit

## What is Direct Debit?

Direct Debit is an instruction from you to your bank or building society. It authorises the organisation you want to pay to collect varying amounts from your account – but only if you've been given advance notice of the amounts and dates of collection.

### Who is GoCardless?

GoCardless is a global payment processor that helps businesses collect payments from their customers. With over 75,000 businesses in over 30 countries using GoCardless, it is the leading provider of direct bank payments, such as Direct Debit.

## The top benefits of Direct Debit

#### Peace of mind for subscriptions & instalments

With Direct Debit, you can enjoy piece of mind knowing that a payment has been taken automatically at the right time. This means you will avoid late payment fees.

#### Secure payments

Direct Debit is safe and secure as you are always protected by the Direct Debit Guarantee. If a payment is taken in error, you can always claim it back.

#### Support small and local businesses

Every card payment you make costs businesses a high transaction fee. With Direct Debit this transaction fee is much lower, therefore you can support businesses you care about.

#### Convenience

If you have a bank account, you can pay with Direct Debit. Nothing else is needed; no cards, no digital wallet. Just you and your bank account.

#### Bank accounts never expire

Direct Debit works directly from your bank account, which means that you never have to update your payment method details again, as there is no expiry date attached to it.

#### Visibility of your spendings

Much like card payments, you'll have full visibility of payments taken from your bank account. Putting you in the driver's seat of your finances.