

PayPal Commerce Platform Uses Machine Learning to Help Improve Compliance and Anti-Fraud Checks for Small Businesses

TORONTO, April 14, 2021 – PayPal today launched the [PayPal Commerce Platform](#), offering integrated payments and fraud protection features bolstered by machine learning for Canadian small businesses, to support the ever-growing needs of e-commerce and digital payments. This new platform supports a variety of business types, including those that sell physical goods, offer services or e-commerce hosting services such as payment processing and shopping cart hosting, as well as charities.

The platform includes access to the full range of PayPal's products and solutions that can help businesses grow, allowing merchants to accept payments, make payments, manage their risk and streamline their operations, all while helping them increase conversion rates. It uses machine learning to improve compliance and anti-fraud checks for merchants, helping them stay in compliance.

"To say that it's been a tough year for small businesses is an understatement. At PayPal, our role is to help small businesses navigate these challenging times and sell more easily in our digital-first world and we are doing that with this new offering," said Nicole Watts, head of government relations for PayPal Canada.



Covid-19 and lockdowns over the last 12 months have greatly accelerated trends in e-commerce and online shopping, all the while further whittling down the status of physical cash in brick-and-mortar stores as more people turn to contactless and mobile payments.

Given the change in how people shop, the number of Canadian small business owners who have jumped online has gone up by 400 per cent in five years, with the majority of those doing so as a result of the pandemic, according to a [2020 PayPal Study titled 'Business of Change.'](#) Canadian small businesses are also beginning to understand the full potential of having an online business with 72 per cent surveyed saying that e-commerce is necessary to have a successful business and 69 per cent of respondents saying that being online has made them more successful.

With the PayPal Commerce Platform, online businesses can easily integrate and accept payments from customers using their PayPal balance, or debit and credit cards as well as accepting payments from customers located in more than 200 markets around the world and in more than 100 currencies. PayPal users can also accept payments via [QR code](#) for safe, in-person transactions.

Find out more about how PayPal Commerce Platform can help businesses grow by visiting paypal.ca/business.

About PayPal

PayPal has remained at the forefront of the digital payment revolution for more than 20 years. By leveraging technology to make financial services and commerce more convenient, affordable, and secure, the PayPal platform is empowering more than 375 million consumers and merchants in more than 200 markets to join and thrive in the global economy. For more information, visit [PayPal.ca](https://paypal.ca).