FORM 4

### **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

Name and Address of Reporting Person*  McCouthy, Power C.			2. Issuer Name <b>and</b> Ticker or Trading Symbol DELUXE CORP [ DLX ]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)					
McCarthy Barry C			[]	X	Director	10% Owner			
				X	Officer (give title below)	Other (specify below)			
(Last) (First) (Middle) 3680 VICTORIA STREET N.		(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 04/01/2021		President & CEO				
(Street) SHOREVIEW	MN	55126	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Indivi	, , ,				
(City)	(State)	(Zip)			Form filed by More than On	e Reporting Person			

#### Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership
			Code	v	Amount	(Δ) or   (Instr 3 ar		(Instr. 3 and 4)		(Instr. 4)
Common Stock	04/01/2021		M		4,475	A	(1)	39,565	D	
Common Stock	04/01/2021		F <sup>(2)</sup>		2,202	D	\$42.34	37,363	D	

# Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transac Code (Ir 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported	Form: Direct (D)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		Transaction(s) (Instr. 4)		
Restricted Stock Unit	\$0.0	04/01/2021		M			4,475	(1)	04/01/2022	Common Stock	4,475	\$0	4,476	D	

## Explanation of Responses:

- 1. Transaction reflects vesting and conversion into shares on a one-for-one basis of restricted stock units previously awarded.
- 2. Transaction reflects withholding of shares to satisfy tax liabilities associated with vesting of restricted stock units.

## Remarks:

/s/ Jeffrey L. Cotter, Attorney-in-

Fact

\*\* Signature of Reporting Person

04/02/2021 Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- $^{\star}$  If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.