

MASTER YOUR CARD

Electrifying Business Growth

A community empowerment program sponsored by  **mastercard**

MASTER YOUR RISKS



ELIMINATE CHARGEBACKS AND LOWER YOUR PROCESSOR RATES

Electronic payment technology gives you powerful tools to prevent fraud, protect profits and guard against higher processing rates.

- Don't take shortcuts on security.
- Use PCI DSS compliance to protect yourself from fraud liability.
- Remember that processors charge lower rates for transactions and businesses with lower fraud risks.

No employee shortcuts at the register, on the phone or online.

Cards work so fast, so often, that it's easy for employees to skip a question, grow impatient with an approval delay or fail to check a card security feature. Always check the CVC code, confirm the billing address and double-check before shipping unusually large orders.

Missing pieces of transaction information cost you. If all of the cardholder's information does not reach the processor, this creates "red flags," which turn into chargebacks for your business. Don't be afraid to let your employees know that bypassing the system costs your business money.

Update your technology. You don't use a cell phone that's 10 years old because you know the technology is out of date. Likewise, you shouldn't have a credit card machine that is old or out of date. An older credit card machine that stores data within the machine itself is easily picked up and stolen. Once that happens, you've lost all of your data—and your customers'—to a thief. New machines are 100% compliant because the data is stored elsewhere. The latest in technology gives you the advantages of being card compliant and the ability to give the best customer service.

Know your rights. When you are PCI DSS compliant and accept a "card present" payment, you are not liable for any chargebacks. Your risk is greater on "card not present" transactions, so take the extra steps to protect yourself. Prior to shipping merchandise, call the phone number the customer provided and verify the transaction information. Be sensitive to priority shipments for fraud-prone merchandise, which may indicate a fraudulent transaction. Be wary of orders that depart from usual patterns.