

# MASTER YOUR CARD

A community empowerment program brought to you by 



## CONSUMERS

# CHIP-IN FOR YOUR SECURITY

Cards are safer than cash or checks—and they are about to get even safer for you. New EMV chip cards are being introduced in the U.S. to help prevent fraudulent purchases from counterfeit cards. Millions of chip cards will be in consumers' wallets by the end of 2015. You can prevent counterfeit card fraud when you use cards with chip technology. *Master Your Card* is here to help you make the change.

**WHY CHIP CARDS ARE IMPORTANT.** Magnetic stripe cards are vulnerable to counterfeiting because the data that fraudsters need is easy to read and copy since it never changes. Because the U.S. is one of the last markets to convert from magnetic stripe to chip cards, our businesses have become the prime target for criminals and fraud has increased. Chip cards will help protect you with better payment technology.

**ADVANCED SECURITY WITH CHIP CARDS.** Chip technology moves sensitive card information that's currently stored in the magnetic stripe to a small gold or silver colored computer chip embedded in the card. Instead of sliding the card, you insert the chip card into a slot or tap it on a chip-enabled payment terminal to complete your purchase. The chip on the card and the terminal work together to generate an encrypted code that makes each transaction unique. That makes it harder for counterfeiters to get the information they need to duplicate your card. It's that simple. And that's why chip cards have been so successful everywhere they are used.

**IT'S EASY TO CHIP-IN.** If your card has a gold or silver colored rectangular chip, you have all you need. Just follow the prompts at the terminal. Your new chip card will still include the magnetic stripe on the back, so you won't get stuck at a business that doesn't have a chip-enabled payment terminal. If you don't have a chip on your payment card, let your bank know you are interested. If your employer offers a payroll card, tell them as well.

**PROVIDING THE TOOLS FOR SUCCESS.** Your members deserve the highest level of protection possible. We'd like to help you give it to them. *Master Your Card* is here to provide the information and resources your members need to understand and use all the benefits of the new EMV chip cards and processors. We have educational materials ready for you to use, including a series of one-page documents and PowerPoint presentations, and *Master Your Card* experts are available for anything else you may need.

**1. Consumer Presentation:** This presentation is designed as an overview of the benefits of chip-enabled cards, what to expect during the transition this fall, and how to use the new technology. Use it as an in-person workshop on your own or with a representative from *Master Your Card*, or share it with members as a webinar.



**2. Consumer Handout:** Our simple, easy to understand one-pager shows consumers how to use a chip-enabled card, what to expect when using this new technology and the benefits to them. You can share this handout with members electronically or in conjunction with the presentation.

**For more information on how *Master Your Card* can help you through the upcoming EMV transition, email [info@masteryourcardusa.org](mailto:info@masteryourcardusa.org).**

*Master Your Card* is a community empowerment program by MasterCard that helps consumer groups, small business groups and governments learn how to get more from their money by using credit, debit and prepaid cards to gain access to the safety, convenience and increased buying power of electronic payment solutions.