

MASTER YOUR CARD

A community empowerment program brought to you by 

SMALL BUSINESS

CHIP-IN FOR YOUR SECURITY



Cards are safer than cash or checks—and they are about to get even safer for small businesses. 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 gain three advantages when you accept chip cards: 1) your customers will feel safer, secure and confident in purchasing; 2) you protect yourself from being a target for counterfeit card fraud, and 3) you avoid liability for counterfeit transactions at your business. *Master Your Card* is here to help you make the change to greater security.

Why chip cards are important. Magnetic stripe cards are vulnerable to counterfeiting because the data which fraudsters need is easy to read and copy because 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 small businesses and consumers protect themselves 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, the consumer inserts the chip card into a slot or taps it on a chip-enabled payment terminal, which prompts them to complete the transaction. Chip-enabled terminals have all of the functions and features you use now and will continue to process magnetic stripe cards. The difference is that the chip on the card and the terminal work together to generate an encrypted code that makes each transaction unique. This simplicity is why chip technology has been so successful in Europe and around the world.

Consumers want convenience and security. Small businesses thrive on convenience, security, relationships and personalized service. By accepting chip payments, you're showing your customers that you care about their safety and security. They fear losing sensitive financial and personal information, identity theft, fraud and the irritation of replacing cards and updating accounts. Chip cards are an added layer in protecting consumers—and you—against these risks. And, a confident consumer is one who spends more. MasterCard's research shows that 40% of consumers said they would be more willing to shop at a store that accepts chip cards. In addition, 73% of consumers expected to use their card more often because of the increase in confidence the chip provides.

Reduce your risk of fraud liability with a chip-enabled payment terminal. A chip card terminal has a slot typically located on the bottom or the top of the device. Check to see if yours does. If not, you may need to upgrade to a new terminal. While you wait to become chip-enabled, you will still be able to accept and process payments using the magnetic stripe. After October 1, 2015, businesses that have not upgraded to a chip terminal could be held liable for counterfeit card fraud. Upgrading to a chip terminal ensures you receive fraud liability protection even if a counterfeit card is used at your business.

Don't be a target. Making the switch to chip cards sends a clear signal to criminals that your business is serious about security and protecting your customers' transaction data. With chip card acceptance, the data becomes less valuable for fraudsters because it cannot be used to create counterfeit chip cards. Talk to your payment processor to see what the next step is to becoming chip-enabled.

Work with your processor. Upgrading equipment for chip card processing is also an opportunity to get onto the next wave of payment technology. Terminals that accept chip cards also accept the mobile wallets and apps—all secured by chip technology—that consumers are increasingly using. You should be able to upgrade everything together. Ask about one-time purchasing costs versus leasing fees over time so that you get the best value.

Interchange creates progress. Consumers, small businesses and the banks that issue cards all benefit from advances in electronic payment technology. Implementation of EMV and future security technology is supported by interchange, the small fee businesses pay to accept card payments. This helps ensure cards are affordable for every consumer and allows small businesses to compete by offering the same level of convenience and security as big retailers. Payments are safe for everyone and affordable for all consumers.

For more information on how *Master Your Card* can help you through the upcoming EMV transition, e-mail 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.