

# Preparing Your Business for EMV Card Technology

As of October 1, 2015, merchants without EMV capability in their POS systems will be accountable for fraudulent transactions. This liability shift holds merchants financially responsible for any counterfeit card-present losses. It is important to be informed in order to protect both your business and your customers.

With credit card payment fraud becoming increasingly widespread, card technology must evolve as a means to offset potential threats. In response to this growing concern, financial institutions and credit card issuers are slowly beginning to issue EMV-enabled cards to their accountholders. Fitted with a chip, EMV cards further authenticate credit and debit transactions, providing enhanced security measures to safeguard payments.



## WHAT IS EMV?

- EMV stands for Europay International, MasterCard, and Visa and helps prevent counterfeiting and fraudulent payments.
- Rather than a magnetic strip, EMV uses a microprocessor chip embedded in the card.
- EMV-enabled cards can be either debit cards or credit cards and are often referred to as chip cards or smart cards.



With proper education and insight, your neighbor and fellow business owner, Christopher Swift from NoblePay in Sudbury can prepare you and your business before the EMV implementation begins and help you avoid unnecessary expenses in the interim. When the time comes, Chris will assist you with upgrading your equipment, keeping your best interest at hand.

**Contact Chris today at 508-202-7547, for additional information.**



## EMV FAQ

### What is EMV and How Will it Impact Your Business?

In the wake of large-scale data breaches and increasing occurrences of counterfeit credit card fraud, U.S. card issuers are migrating towards EMV technology to protect consumers and reduce the cost of fraud. For businesses nationwide, the switch to EMV means adding new in-store technology and internal processing systems to more effectively safeguard sensitive card data. NoblePay supports EMV technology and plays an active role in ensuring that our clients are prepared to accept EMV-enabled chip cards and comply with the new liability rules.

#### Q: How is a chip payment card different from a traditional credit card?

**A:** Similar to traditional credit cards, chip payment cards are fitted with a magnetic strip AND a small embedded microchip. The microchip provides an additional level of authenticity for the transaction, making the chip card a more secure form of payment.

#### Q: What do I do when a customer presents a chip card?

**A:** If you currently do not have EMV technology, no problem! All chip cards will continue to be issued with a magnetic strip during the EMV migration to ensure merchants can accept all payments until their equipment is upgraded.

#### Q: How does EMV chip technology work?

**A:** Your EMV-enabled device communicates with the microchip inside of your customer's chip card to determine the card's authenticity. The terminal will prompt the customer to sign or enter a PIN to validate their identity. This process enhances the validity of both the card and the cardholder, reducing the likelihood that your business will accept a counterfeit card or be held liable for a fraud-related chargeback.

#### Q: Will I still be able to accept traditional credit and debit cards?

**A:** Yes. All chip cards will continue to have a magnetic strip for the duration of the EMV migration. EMV-enabled devices also have magnetic strip readers to ensure that merchants can accommodate payment cards that do not have a chip.

#### Q: How will chip cards impact the checkout experience?

**A:** It's easy to process a chip card transaction! Follow the steps below:

1. Identify whether the card is a chip card.
2. If it is a chip card, the customer should insert the card into the special card reader on the bottom-front of the terminal. The customer must leave the card in the slot until the transaction is complete.
3. Follow the prompts displayed on the terminal (this will vary depending on the terminal).
4. The customer will complete the transaction by signing the receipt or keying in a PIN.

#### Q: Am I required to support EMV technology?

**A:** At this time, your business is not required to support EMV; however, we highly recommend migrating to EMV-enabled equipment to ensure you have the latest, safest methods of accepting payments from your customers and are prepared for the liability shift on October 1, 2015.

#### Q: If fraud occurs after chip cards are issued, who is liable for the costs?

**A:** As early as October 1, 2015, merchants without EMV capability in their POS systems will be accountable for fraudulent transactions. This liability shift holds merchants financially responsible for any counterfeit card-present losses. The change is intended to help bring the entire payment industry on board with EMV and encourage compliance. It is important to be informed in order to protect both your business and your customers.