

Is Your Business Prepared?



E

M

V

Smart Chip Technology

How Will EMV Affect My Business?



- 1** In the event a purchase is made with a fraudulent or duplicate card, a cardholder files a complaint with their card-issuing bank.
- 2** The card-issuing bank delivers a refund of the illegitimate purchases made and issues a chargeback to the location the fraud took place.
- 3** If the merchant location does not have the EMV equipment required to process Smart Chip Card transactions, the merchant will carry the chargeback loss.

LIMITED TIME OFFER!

Earn a **\$100 reimbursement towards your association membership fees** when you upgrade your system for EMV Smart Chip Card compliance with SBGA. Schedule an appointment today by calling Scott Norris at 800-889-7242 ext. 7865. Ends 02-28-15.

What Is EMV?

EMV ensures the security and global operability of chip-based payment cards, also known as “Smart Cards” or “Smart Chip Cards.” Smart card technology provides an extra layer of authentication during transactions, validating the legitimacy of the payment type being used, and helping reduce the use of counterfeit, lost, and stolen payment cards at retail points of sale (FirstData, 2012).

Why Is EMV Coming to the U.S.?

- Since the adoption of EMV in other countries, the European Union has seen an **80% decrease** in fraud.
- The United States has seen a **47% increase** in fraud – the fraud has moved from there to here (Discover Financial Services, 2013).
- The number of Smart Chip Cards in circulation is forecasted to rise to **575 million by the end of 2015**, representing about half of the U.S. cards in circulation (WSJ “Data Breach Puts Focus...” Aug. 2014).

EMV is here. For most merchants, this means upgrading their current systems to a new set that can accept EMV Smart Chip Cards.

Don't Be Left Liable

Contact Scott Norris at 800-889-7242 ext. 7865 or email member.benefits@sbga.com.