

EMV FREQUENTLY ASKED QUESTIONS

1. What is EMV?

EMV (Europay, MasterCard and Visa) is a standard for secure chip payments.

2. What is EMV technology?

EMV technology includes payment mechanisms that feature embedded microprocessor chips that store and protect cardholder data. EMV was developed by Europay, MasterCard and Visa in order to enhance security and protect cardholders from fraudulent transactions.

3. How is an EMV card different from a normal magnetic stripe card?



An EMV card looks like a normal card but it has an embedded microprocessor chip. Rather than swiping the credit card, consumers insert their EMV cards into the terminal to complete the transaction. Some EMV cards also have contactless capabilities so consumers can tap or wave their cards in front of a near field communication (NFC) device at checkout.

4. What is the EMV fraud liability shift?

On October 1, 2015 the Card Associations will shift in-store counterfeit fraud liability to the party that has not adopted chip technology. This party is either the issuing financial institution or the merchant.

5. What does the EMV fraud liability shift mean for my business?

Here are three examples to help explain how the EMV fraud liability shift may impact your business:

Example 1 – A traditional magnetic stripe card is swiped by the customer at a regular credit card terminal. If the card being used is counterfeit, the merchant is generally not liable.

Example 2 – An EMV card is used at a regular credit card terminal. If the purchase is a counterfeit transaction, the merchant generally holds liability because the merchant did not upgrade to an EMV enabled terminal.

Example 3 – An EMV card is used at an EMV-enabled credit card terminal. If the purchase is a counterfeit transaction, the merchant is generally not liable.

6. What happens if I do not have an EMV enabled credit card terminal by October 1, 2015?

You will be able to accept all credit card transactions like normal. If a consumer uses an EMV card at your merchant location, they will still be able to swipe that card like a traditional credit card transaction.

7. Should I upgrade to an EMV enabled credit card terminal?

An EMV enabled terminal can help shift liability to the issuer in the case of counterfeit transactions. However, the EMV fraud liability shift is not a mandate, so there is no penalty if you do not have an EMV enabled terminal by the October 1st deadline.

8. Is it true that my Harbortouch equipment will be “non-compliant” after October 1, 2015?

If you are using Harbortouch equipment that is not EMV enabled, then don't panic. The October 1, 2015 EMV fraud liability shift is not a mandate. Merchants are encouraged but not required to migrate to EMV enabled equipment.

9. Does Harbortouch offer EMV enabled credit card terminals?

Yes! Harbortouch offers various free or low cost EMV upgrade options for our merchants. Please see the chart below or contact Harbortouch Customer Service at (800) 201-0461 for more information on the options available for your business.

BUSINESS ENVIRONMENT	Retail business with standalone terminal	Sit-down restaurant with standalone terminal	Retail business with POS system	Sit-down restaurant with POS system
SOLUTION	If you are using an older terminal, you can contact Customer Service to upgrade to an EMV/N-FC-compatible Verifone VX 520 terminal with VX 805 customer-facing PIN pad.	If you are using an older terminal, you can contact Customer Service to upgrade to an EMV/N-FC-compatible Verifone VX 520 terminal with VX 805 customer-facing PIN pad. This terminal will allow you to add tips after authorization just like a normal terminal.	We are currently developing the ability to attach a VX 805 customer-facing device for EMV transactions. Another option is to use a Verifone VX 520 with VX 805 independently from the POS system. Aggregated reporting would still be available through Lighthouse.	We are currently developing various “pay-at-the-table” solutions for integration with our Elite Hospitality POS systems, which are expected to be ready in early 2016. Another option is to use a Verifone VX 520 with VX 805 independently from the POS system. This terminal will allow you to add tips after authorization just like a normal terminal. Aggregated reporting would still be available through Lighthouse.

10. How will EMV work with my table service restaurant?

To accept EMV chip cards in a sit-down restaurant environment with a POS system, there really needs to be a “pay at table” device. This is how EMV cards are accepted in restaurants overseas where this technology is already the standard. However, the United States has been very slow to adopt this technology. There is no question that EMV transactions at table service restaurants will require a dramatic change in consumer and merchant behavior. Currently, table service restaurants can use Harbortouch’s VX 520 / VX 805 terminal to process EMV transactions. Using this terminal, an EMV card can be inserted into the device and a tip can be adjusted later like normal. We are also developing some “pay at the table” solutions that we expect will be released in early 2016.

11. Can my customers use an EMV card over the phone or online?

Yes. EMV cards will still work over the phone and online.

12. Do my customers need a “PIN” to use an EMV card?

No. In fact, many customers do not have their PIN for EMV cards. For these customers you can swipe the card or insert the EMV card and have the customer sign the receipt like normal.

13. What should I do if I have more questions?

Contact Harbortouch Customer Service at (800) 201-0461 or contact your Sales Representative.