



PROTECTING YOUR BUSINESS FROM FRAUD

Accepting card payments is safe, simple and secure. While some fraudsters may try to take advantage of small businesses because they think they are easier targets, you can protect yourself with **prevention, prediction, detection and resolution**. For more tips and resources, visit MasterYourCardUSA.org/small-business.

1. PREVENTION

- Invest in accepting chip cards (EMV). It's more secure and customers want it—in fact, 80% of consumers expect to use their chip cards where they shop.
- Chip-enabled terminals automatically limit your liability on chargebacks.
- For non-chip cards, check the security features on any physical card you accept—hologram, embossed numbers, signatures, etc.
- Confirm the Card Verification Code (CVC) to make sure the online or phone purchaser has the card in hand.
- Take advantage of mobile wallets, contactless payments, PayPass™ and others that authorize payments without storing sensitive information on your local system.
- Make sure you know your options and have instant communication from payment networks, processors and banks when a potentially fraudulent payment authorization is requested.

2. PREDICTION

- Use your common sense about customers' usual purchase patterns and double-check when something seems amiss.
- Call customers and confirm remote purchases before shipping an unusual or large order.
- Explore the Electronic Monitoring Solutions (EMS) that payment networks like MasterCard provide. To learn more about these electronic monitoring solutions, please visit MasterCard In Control.

3. DETECTION

- Let the security of card technology work for you—when transactions are denied or flagged as problematic, trust those warnings and communicate with the card networks to confirm before allowing customers to receive goods and services.
- Protect your own business credit cards by signing up for fraud warnings by text or email.

4. RESOLUTION

- To reduce damage after fraud is discovered, call the payment network or the cardholder's issuing bank. The bank will communicate directly with the actual cardholder and open a fraud protection investigation.
- When a customer's bank issues a chargeback against your account, make sure your processor or bank advocates for your rights and contests them when appropriate.

MAKE YOUR BUSINESS PCI COMPLIANT

It's important that your small business becomes and remains PCI compliant to reduce your likelihood of a costly compromise.

To learn more about PCI compliance, visit our Resources and Compliance information page at www.mastercard.com/sdp