

CHIP-IN FOR YOUR SECURITY



Cards are safer than cash or checks—and they are safer than ever for small businesses because of new EMV chip technology. Chip cards prevent fraudulent purchases from counterfeit cards. New EMV chip cards have been introduced in the U.S. to help prevent fraudulent purchases from counterfeit cards. You can avoid being a victim of counterfeit card fraud when you use cards with chip technology. *Master Your Card* is here to help you make the change. For more tips and resources, visit MasterYourCardUSA.org/small-business

WHY CHIP CARDS ARE IMPORTANT. Magnetic stripe cards are vulnerable to counterfeiting because the data that fraudsters need is easy to read and copy. Chip cards can't be copied and that security protects consumers and small businesses. Chip cards help small businesses and consumers protect themselves with better payment technology that provides greater security.

ADVANCED SECURITY WITH CHIP CARDS. Chip technology moves sensitive card information that was 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 generates an encrypted code that makes each transaction unique and safer for both you and your customers.

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.

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.

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.

Learn more at gochipcard.com or visit MasterYourCardUSA.org/small-business