



ARE YOU EMV READY?

CHIP CARDS ARE HERE IN THE U.S. TO PROVIDE ADVANCED SECURITY WITH EVERY TRANSACTION, BUT WHAT IS DIFFERENT?



What is EMV?

EMV- which stands for Europay, MasterCard and Visa – is a global standard for cards equipped with computer chips and the technology used to authenticate chip-card transactions.

Credit cards in the United States are moving to this card technology to prevent credit card fraud and counterfeiting.

Does my business need to do anything differently during checkout?



Depending on your system, what you need to do may vary a little, but the important change is that EMV chip cards aren't "swiped"; instead they are "dipped" into a terminal. Dual-interface cards (cards with both a contact chip and a contactless antenna) can also be "tapped" or "waved".

Your processing terminal will prompt the customer on what to do next.

How do cardholders use their chip cards to pay in store?

During the transition to chip, instruct your cardholders to swipe their card as they normally would and follow the prompts.

Dipping

The card is inserted into the terminal and stays there while the customer types in a PIN, much like an ATM transaction. Some cards will require a signature instead of a PIN; that won't change.

Tapping

Some EMV cards (dual-interface cards) can be used to "tap & pay," as long as the POS terminal is capable of accepting contactless cards. This is a much faster way to pay because customers can quickly "tap" or "wave" their card near the reader at checkout. It's as simple as that.