The EMV chip card revolution rolls on

Begin preparing now for EMV chip card acceptance

EMV (EuroPay MasterCard® and Visa®) is the new international standard for credit cards. EMV cards are embedded with a chip that makes accepting transactions much more secure than the mag-strip cards we currently use in the US.

The key difference in EMV card transactions is the data connected to each transaction. When a customer makes a purchase, the chip instantly generates a secret number that enables the card issuer to confirm it is the true card. This additional verification feature makes it extremely difficult to duplicate the card and reduces the risk of fraud. Another benefit to EMV cards is that they provide interoperability with the global payments infrastructure—consumers traveling to other parts of the world with EMV chip payment cards can use their card on any EMV-compatible payment terminal.

continued on next page...
The payment networks have announced their roadmaps to accelerate EMV adoption through merchant incentives, processing infrastructure migration and fraud liability shift. Today, counterfeit card fraud costs are covered by the card issuers. Although it may seem far off, starting in 2015, this liability shifts to the business owner if fraudulent transactions are processed on non-EMV-compatible terminals. Petroleum businesses, specifically transactions originating at a fuel pump, are the exception as liability shifts October 2017. The liability shift also includes business incentives for EMV adoption tied to meeting PCI security compliance standards.

In preparation for this shift to EMV in the US, WorldPay and other acquirers were required to begin taking the necessary steps to support EMV transactions and EMV-compatible devices beginning in April 2013. WorldPay is already EMV-certified by American Express®, Visa, MasterCard and Discover® and will be ready to support you through the full implementation of EMV technology.

**Things to consider**

While the chip in an EMV card protects individual transactions by adding a secret number which verifies that the transaction is legitimate through an EMV-compatible terminal or point-of-sale (POS) device, EMV is not designed to encrypt the sensitive card information (account number, expiration date, etc.). Therefore, it is still possible for thieves to duplicate card data and create counterfeit cards that can be swiped for use at businesses that haven’t upgraded to EMV-compatible POS devices. End-to-end encryption security attached to the POS device is still relevant in an EMV environment because it protects the business owner by encrypting the sensitive card information as it is entered (whether swiped, keyed or waved contactless) through the point of transaction completion.

As a WorldPay customer currently you can only accept EMV card payments via the magnetic swipe method, but we are on schedule to deploy EMV software to EMV-compatible POS devices before the end of 2014 to allow full EMV acceptance. WorldPay currently offers the VeriFone VX 520 stand-alone terminal which will accommodate our planned EMV software deployment and is also compatible with our end-to-end encryption service to help protect your business from the effects of a data compromise. Some integrated POS devices in use may require you to work with your Value Added Reseller or dealer of POS equipment to update systems with EMV capability.

**What can you do to prepare?**

The new EMV technology fights counterfeiting, helps prevent card fraud and creates a foundation for you to accept emerging payment technologies. Ultimately your business environment will drive your specific EMV-capable equipment needs. This may mean you will need to invest in new chip-enabled PIN pads and/or terminals at your business location(s). In addition, training to familiarize staff and customers with this change in payment present behavior will be needed to assist cardholders with responding to EMV transaction prompts. Upgrading to EMV-enabled terminals can help to better serve your customers' demand for safer and faster ways to pay, giving them greater confidence to purchase with you. WorldPay is prepared to assist in this process.

![KEY STEPS TO GET STARTED](image)

To learn more about how WorldPay can assist your business with preparing for EMV chip card acceptance, contact your WorldPay Executive Client Manager.

**Online Resources for EMV information**

EMV co:  

EMV Migration Forum:  

Smart Card Alliance:  