

EMV FACTS

Offering Your Customers a More Secure Shopping Experience

WHAT?

EMV, also known as “Chip Cards,” “Smart Cards,” or sometimes “Chip and PIN,” is a globally accepted smart chip technology that provides a more secure method of payment.



WHY?

Upcoming changes to U.S. chargeback regulations require merchants to process using EMV or assume full liability for any counterfeit transactions occurring in non-EMV terminals. EMV offers your consumers a more secure shopping experience.

WHERE?

Support for EMV in the United States has been steadily increasing. On the merchant side, the move to EMV will involve some investments – but it will open up new opportunities that merchants should factor into their implementation and growth plans.

WHEN?

There is no specific mandate from the card brands to be EMV compliant; however, merchants should be processing with EMV-capable equipment by October 2015 in order to avoid any impact from the counterfeit fraud liability shift.

Go to www.bankeasy.com/emv-upgrade to order your terminal today.

EMV & Apple Pay™ FAQ

OVERVIEW



What happens if I don't upgrade my equipment?

If merchants choose not to upgrade to EMV-capable equipment, they will assume full liability for any counterfeit transactions occurring in non-EMV terminals.

Can I still swipe cards with EMV equipment?

Yes, all current EMV-certified terminals that we offer can still swipe magnetic stripe cards.

Can EMV transactions process over a dial-up connection?

While it is possible to run an EMV transaction over a dial-up connection, it is not recommended. The transaction time will increase significantly using dial-up, and merchants may even experience time-outs depending on the terminal's time-out settings.

What do I need to accept Apple Pay?

Any terminal with contactless-enabled technology can process Apple Pay transactions.

Do I have to register with Apple to accept Apple Pay?

No, merchants do not have to register with Apple or their processor to accept Apple Pay transactions.

How much does it cost to accept Apple Pay?

There are no additional costs or fees to accept Apple Pay. Standard processing rates apply.

Terminals powered by:



SECURITY CARD SERVICE
Credit Card Merchant Services Provider