First Data™

The ABC's of EMV™

Adopt the chip standard and prevent big losses.

What is EMV?

EMV adds a proven layer of security. At the moment of transaction—when the cardholder is most susceptible to fraud—an EMV cryptogram is what keeps sensitive data away from cyber-thieves.

Three-layered protection to outsmart cyber-criminals

The EMV cryptogram keeps transactions secure

Proven to protect issuer, merchant, and consumer
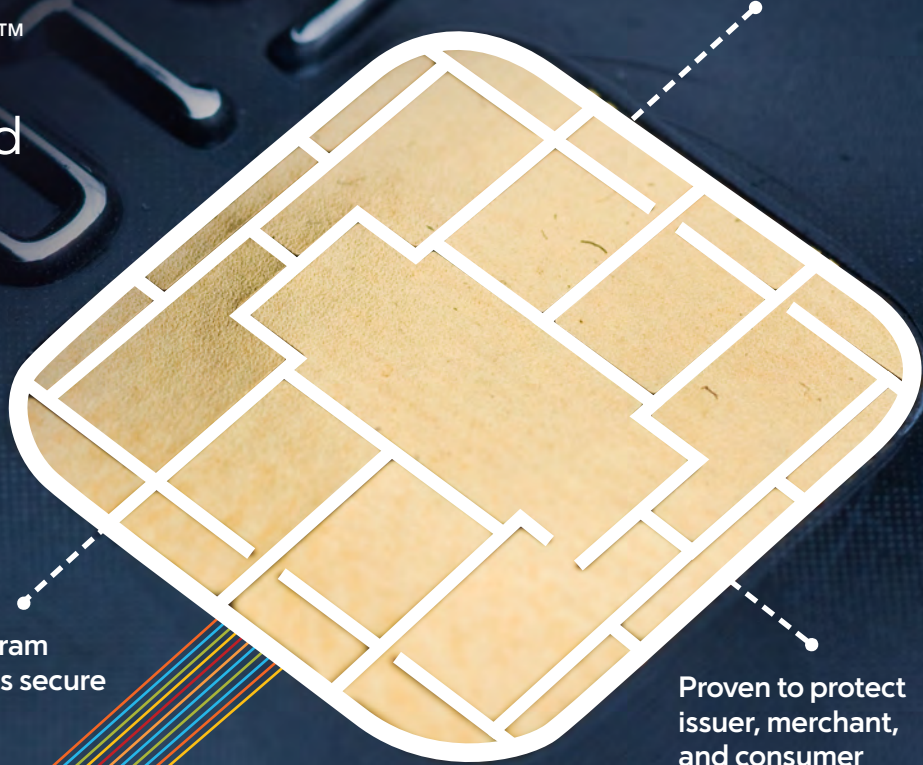
It's all so smart

EMV-enabled cards are smart because of the way they outsmart thieves.

The technology is vastly more secure than swipe-the-stripe cards.

Psst. It's here to stay.

EMV-enabled payment cards are the global standard, making old ways . . . well, old.

The three letters in EMV stand for Europay, MasterCard, Visa because they're the three entities that got it all started.

Not all that new

EMV-embedded credit cards have been around since 2002.

Change is good business

Old-style magnetic cards are making fraud too pervasive while EMV-enabled payment cards are proven to close the door on bandits. By Oct. 2015, the liability for fraudulent non-EMV transactions shifts to the entity with the lesser technology.

Bonus protection

Stolen credit card numbers cannot be used to create counterfeit cards.

It's everywhere

EMV is accepted and proven among merchants and banks in more than 80 countries.

For your to-do list

Issuers only need to produce new cards and communicate the benefits to cardholders. As a merchant, simply update to an EMV enabled POS system.

Not to be cracked

It's foolproof! The EMV cryptogram creates the key piece of security so that once the purchase is finished with sensitive data—*poof*, it's gone.

How it works is the game changer

1 A cryptogram makes sure only the party that's supposed to receive the information—such as a bank—has the key to decode it.

2 Tokenization swaps sensitive account data with a meaningless slug after the transaction. A token is worthless to a thief.

Trust the terminal

The buck stops at the POS. This is where the user is prompted through a safe and successful transaction.

1 Consumer inserts her EMV-enabled payment card at POS.

2 Cardholder enters her PIN if prompted.

3 The chip and terminal determine the transaction type and generate the cryptogram to protect sensitive data.

4 The transaction is either approved or not by the card issuer. A successful transaction prompts the customer to remove her card.

Put an end to the data breach scourge

U.S. leads the world in several ways, including fraudulent card transactions. For the past five years, the U.S. earned the distinction as the No. 1 Country in incidents of card fraud.

U.S. Fails Fraud Test
In 2012, the U.S. accounted for 23.5% of payment card volume but 47.3% of payment card fraud.
Source: Nilson

47.3%

51%

U.S. vs. Everyone Else
The U.S. accounted for 51% of global payment card fraud costs in 2013.
Source: Business Intelligence

EMV Reduces Fraud in U.K.
In the U.K., fraud declined by 27% in the five years since EMV-enabled cards were introduced.
Source: Financial Fraud Action UK

27%

Beyond the transaction™