

EMV® enhances security, limits liability



Traditional credit and debit cards are prime targets for the bad guys because the data they store does not change. Such is not the case with EMV cards. The data held in the chip is constantly in flux, changing each time the card is used.

“The technology is used to prevent card skimming,” says Joseph Smutz, Sage Payment Solutions’ director of product integration. “That chip – which communicates directly with the terminal during a transaction -- adds an additional layer of security.”

That’s why the move is on to EMV and why those who don’t embrace the change can be held liable for fraudulent transactions. Come October, no longer will banks and card issuers be automatically responsible if a stolen, counterfeit or compromised card is used. Liability in card-present transactions will shift to the party employing the lowest level of EMV technology.

“The concern, from a merchant’s perspective, is that they now have added liability,” Smutz says, “so it would be in their best interest to become EMV compliant.”

The lowdown on liability:

- If a merchant is using swipe and sign technology and the customer uses an EMV card, the merchant is liable for fraudulent use.
- If a merchant is using EMV technology but the customer has not been issued a EMV card, the card issuer is liable.
- If the merchant uses EMV technology in concert with a customer’s EMV card and fraud still occurs, then the card issuer is liable.

Turn to Sage Payment Solutions and put your EMV liability concerns at ease.

For more information
about EMV, contact an
account representative at
800-652-2370.

For further information please visit SagePayments.com. Follow Sage North America on Facebook, Facebook.com/Sage, and Twitter, Twitter.com/SageNAmerica.

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