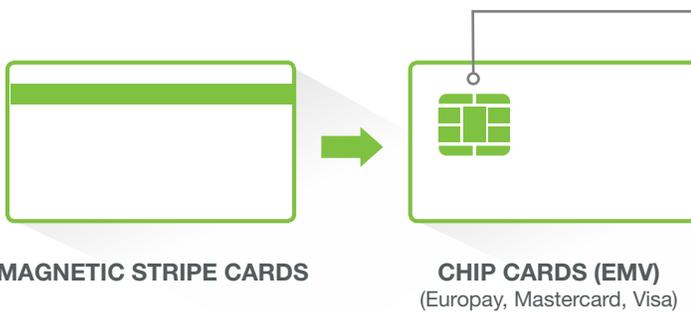
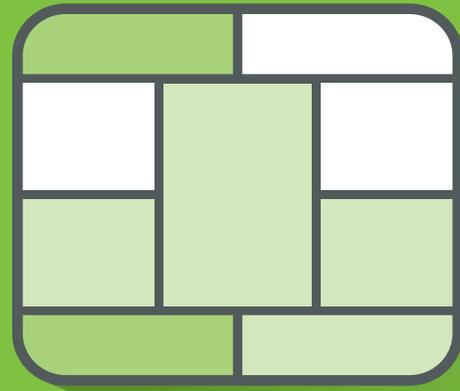


IS YOUR BUSINESS READY FOR THE SWITCH FROM MAGNETIC STRIPE TO CHIP CARDS (EMV)?



Major credit card companies are migrating from outdated magnetic stripe credit and debit to cards embedded with microchips.

This technology, also known as EMV, is a safer form of payment for buyers and sellers alike, safeguarding against fraud and counterfeit.

Many consumers already have chip cards in their wallets or will be getting these cards soon, but reading chip cards requires new technology.

WHAT DOES THIS MEAN FOR MY BUSINESS?

On **October 1st**, the liability for certain types of fraudulent transactions will shift from banks to businesses that do not have the technology to process chip cards.

The liability shift means that if a customer pays a business using a fraudulent EMV/chip card and that business can only process cards with the magnetic stripe, then that business **could be liable for the fraudulent charge**.

A business must upgrade to EMV-compatible terminals to be able to accept cards with EMV chips from customers.

HOW DO I UPGRADE TO THE NEEDED TECHNOLOGY?

Businesses should contact their payment processors about the process for upgrading their devices to be EMV capable and to purchase or upgrade to an EMV enabled terminal.

WHY ACT?

There is no penalty if businesses do not upgrade by October 1st, but you risk becoming a target for fraud if you do not upgrade by the deadline.

Customers can rely on a more secure transaction by choosing vendors that permit chip payments.

Upgrading to EMV-enabled devices allows you to adapt to the next trend of payment technology.