

# The enclosed device gives you the ability to accept EMV\* Chip Cards

EMV Chip Card technology is likely to become the industry standard in the U.S., making accepting card-present payments more secure.

## EMV Protection at Your Point of Sale

With the total cost of fraud in the U.S. estimated at \$8.6 billion per year, preventing fraud growth has become a priority.† In response, all the card processing networks have committed to migrating to EMV chip technology, which means that before long, it's likely your customers will be presenting a new type of payment card - one with an embedded microchip.

## Important Things to Know

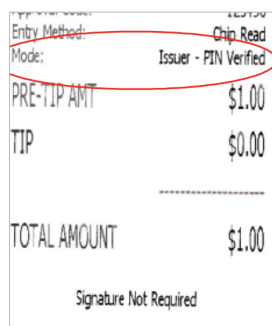
- When a customer presents a chip card, ask them to insert it into the PIN pad or terminal or tap if the card supports contactless payments - the Point of Sale (POS) device will provide prompts to help them through the simple process.
- The chip card must remain inserted in the POS device during the entire transaction. If it is removed prematurely, the transaction will be cancelled.
- The customer may be prompted to enter their PIN.

## Exception: Signature Required

- Some chip cards will require a signature, in which case the POS device will detect that the customer must sign for the purchase. A signature line will be printed on the receipt.
- To help avoid chargebacks, be sure to look for the "Issuer - PIN Verified" text on the receipt. This will ensure that your staff does not miss the fact that a signature is not required - important in avoiding chargebacks.

## For Restaurant Merchants

If you're a restaurant merchant and want to accept EMV chip cards, you'll need to turn on the EMV functionality for your device. If you need help with this, please call 800-451-5817.



Once EMV is turned on, it's easy to complete a purchase for a chip card. When you insert the card, the device will prompt for the entry of a tip, giving the customer the opportunity to enter a gratuity during the transaction. This is a requirement for EMV chip transactions. EMV transactions can't be adjusted for tips after the sale; tips must be entered during the sale. Also, in some EMV transactions the customer may be asked to enter their PIN.



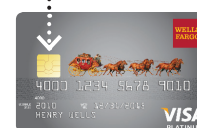
Sample POS device accepting EMV card.

## Chip Card transactions

Begin the purchase transaction

1

Check for the chip



2

Insert the Chip Card when Prompted



Caution: Do not remove the card until prompted

3

Follow the prompts

4

Remove the Chip Card when prompted

**The transaction is complete!**

\* EMV is named after its original developers: Europay, MasterCard and Visa.

† Aite Group report, "Card Fraud in the United States: The Case for Encryption", January 2010

# Important Questions & Answers

## Q. What does EMV stand for?

A. The letters stand for EuroPay, MasterCard and Visa. EMV chip technology is likely to become the global standard for credit card and debit card payments.

## Q. What's on the chip?

A. The chip contains payment information such as the cardholder's account number.

## Q. Is EMV being widely used?

A. Chip cards, which began appearing globally in the mid 90s, can be found in over 80 countries. More than 1.25 billion EMV-compliant cards are now being used at 15.4 million EMV acceptance terminals.<sup>†</sup>

## Q. How are chip transactions different?

A. The biggest differences are how the device reads the card and the additional security provided by the chip transaction.

## Q. How does this benefit me and my business?

A. Consumers will increasingly be switching to EMV chip cards. And over the next year, many more merchants will begin accepting EMV chip cards — a move that helps businesses as well as customers. That's because after October 1, 2015, the major credit card payment networks may hold merchants, who haven't upgraded to EMV, financially liable for "card-present counterfeit" transactions. (Fuel merchants have until October 2017 to upgrade).

## Q. What happens if an incorrect PIN is entered?

A. It is likely the card issuer will decline the transaction. If not, a signature line will print on the bottom of the receipt, requiring the merchant to ask the cardholder to sign the receipt.

<sup>†</sup> Aite Group report, "Card Fraud in the United States: The Case for Encryption", January 2010

## Q. What happens if the cardholder has forgotten their PIN?

A. Because this safeguard is critical, we strongly recommend that you ask for another form of payment.

## Q. What if the transaction doesn't work?

A. First make sure the card is inserted chip side up, chip in first. If that is not the problem, remove the chip card and swipe it through the card reader ; this will not be an EMV transaction. If the transaction is approved, a signature line will print on the receipt. If the transaction is declined, request a different form of payment.

## Q. When is a signature required with a chip transaction?

A. EMV chip transactions can require different cardholder verification methods, and may prompt for either cardholder signature or PIN Entry. From the merchant's and cardholder's perspective, nothing changes; the terminal will determine whether the card requires a PIN or signature, and the employee simply follows the prompts. When a signature is required, a signature line is printed on the receipt and a signature must be obtained.

## Q. When is no PIN or signature required with a chip transaction?

A. When the card and terminal determine that the cardholder does not need to be verified, no PIN or signature will be required (common with quick-service establishments).



**We're here to help**

Still have questions? Contact Wells Fargo Merchant Services at **800-451-5817**

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