

Do I Need EMV?



EMV is like any other credit or debit transaction, except that users provide their account information on a card that is embedded with a microprocessor - or smart chip - that interacts with the point of sale device. This helps confirm that the card is valid and, in some cases (when Chip & PIN are used), that it belongs to the person using it.

First introduced in 1993, 1.5 billion EMV cards have been issued, with over 21 million EMV acceptance POS terminals in use worldwide¹. Although EMV cards and terminals are not yet common in the U.S., there is growing interest to use EMV to help increase fraud-protection in the U.S., especially when fraud liability shifts from the card issuers to merchants in October 2015.

How do you know if you need EMV? Here are some things to consider:

1. EMV is not a mandate in October 2015.

Contrary to popular belief, U.S. merchants are not required to implement EMV by October 2015. **Rather, in October 2015, the liability for counterfeit payment card fraud shifts from the issuing bank to the merchant.** If the merchant is the least secure party in the transaction, they will be responsible for the cost of fraud and will not be paid for transactions that are not authorized by the card account owner.

2. Make sure your POS system is secure.

There are two primary things you can do to make your POS more secure:

- *Work with your dealer.* Your dealer can help you evaluate, add to and enhance your POS system to be more secure against credit card fraud. Your dealer may suggest EMV terminals, and a certified E2E implementation, or some other secure POS solution for your POS system. No one solution fits all, so ask your dealer for an evaluation and for more information.

- *Become PCI compliant.* Mercury can help you become PCI compliant by using our Merchant SecureAssist® PCI compliance and breach assistance solution. A low cost, easy-to-use solution, Merchant SecureAssist helps merchants meet PCI requirements, protect their business from certain costs related to a data breach, and protect their customers' card data. Created in partnership with Trustwave®, a leader in PCI and information security solutions, Merchant SecureAssist is specifically designed for merchants using Mercury payment processing.

3. Train your employees to better identify fraud.

Some of the best ways to prevent fraud is to catch it at the POS. Review our Credit Card 101 guide that contains helpful tips and questions to ask so you can identify potential credit card fraud before running a transaction.

4. Carry breach protection assistance.

You may want to consider investing in financial reimbursement assistance to cover costs associated with a breach. One option is available through Merchant SecureAssist, which provides up to \$100,000 in breach assistance.

[Learn more about SecureAssist](#)

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1. AMEX, Frequency Asked Questions EMV Global and US, April 2013.

