

# EMV Compliance

## The Importance for Merchants

EMV stands for Europay, Mastercard, Visa (the three organizations that developed the program specifications) and refers to the chip-based payment cards that are being released from issuing banks in the United States as of 2015.

### Higher Security

Each chip contains an embedded microprocessor that provides a very high level of security that is not possible with the traditional magnetic stripe.

### Fraud Reduction

The information transmitted through EMV is virtually impossible to duplicate, therefore cutting down on counterfeit EMV cards and fraudulent card-present transactions.

### Dynamic Data

Even if an individual is able to steal data from the chip, this data cannot be used to create a fraudulent transaction since each EMV transaction produces dynamic (or unique) data.

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## How does this switch-over benefit Merchants?

If a fraudulent charge is processed via swipe at a Merchant terminal, the cost and liability of that transaction will most likely fall on the Merchant. In many occasions, the merchant has no recourse to dispute the validity of a transaction and would automatically lose the funds.

Utilizing an EMV compliant terminal ensures that Merchants are protected against fraud and the liability thereof. With all major card brands, a Merchant processing with EMV will not be held responsible for counterfeit card-present transaction.

We at Calibr would love to help you select an EMV solution to protect your business. Please give us a call or email for more details.

