



CONTACT:

Nicole Taylor  
RSPA Corporate Communications Manager  
704.940.4274  
[NTaylor@GoRSPA.org](mailto:NTaylor@GoRSPA.org)

FOR IMMEDIATE RELEASE

## **RSPA Releases Updated Version of ‘Are you at Risk?’**

Charlotte, NC—November 27, 2007 – The Retail Solutions Providers Association released a new version of their educational PCI DVD, ‘Are you at Risk?’. The updated DVD is targeted at retailers and provides the latest information on Payment Card Security Compliance. This 11-minute video features a merchant who recently experienced a security breach on their point-of-sale system, advice from a forensic auditor, legal counsel from a PCI attorney, and shows viewers the underground world in cyber space where hackers gather to buy and sell stolen information. The updated version of ‘Are you at Risk?’ differs from the original in that no logos are seen on the point-of-sale systems as well as the deletion of the vendor-perspective. This version is not vendor specific and provides generic information for any vendor, selling any product, to use this video without fear of promoting a competitor.

Both versions of ‘Are you at Risk?’ are enclosed in a package offering further information about PCI compliance along with a brochure that lists the Payment Card Industry Data Security Standards, PCI DSS, and facts gathered from several forensic investigations. The DVD package is also self-mailing.

PCI Compliance is a very serious matter concerning everyone in the retail technology industry. Recently, CBS’s 60 Minutes featured a story by Lesley Stahl on the devastating effects of PCI Compliance not only for industry professionals and businesses but potentially for consumers and our economy as a whole.

“PCI Security Compliance continues to be a significant issue affecting retailers. The role of the RSPA is to provide relevant and valuable educational and informational tools, such as our PCI DVD, to the marketplace. Our goal is to ensure our members and their retailer customers understand the need to protect sensitive customer data and reach compliancy as quickly as possible,” said Joseph Finizio, RSPA Executive Director.

Hundreds of companies and organizations, including McDonalds Corporation, Intercontinental Hotels, Johnny Rockets, Ben & Jerry’s, The Wisconsin Restaurant Association and The Arizona Restaurant Association, have requested copies of ‘Are you at Risk?’ to help educate their employees and franchisees about this important issue. Both versions of ‘Are you at Risk?’ are now available. To request a DVD or to learn more about PCI Compliance, visit [www.GoRSPA.org](http://www.GoRSPA.org).

“You don’t have a choice, you can take the risk if you want to but I am sitting here as a witness to tell you it can happen and damages could far outweigh the cost of your point-of-sale system,” said Carla Yarbrough, Business owner featured in ‘Are you at Risk?’.

RSPA Headquarters  
4115 Taggart Creek Road  
Charlotte, NC 28208  
704.940.4271  
[www.GoRSPA.org](http://www.GoRSPA.org)

About RSPA ([www.GoRSPA.org](http://www.GoRSPA.org))

The Retail Solutions Providers Association (RSPA) is the only association dedicated to the retail technology industry. RSPA members include resellers, hardware manufacturers, software developers, consultants, finance companies, and distributors bringing retail technology products and/or services to the marketplace. The RSPA provides education, industry advocacy, standards and information benefits that assist member companies in expanding their business.