

UNDERSTANDING THE LIABILITY SHIFT

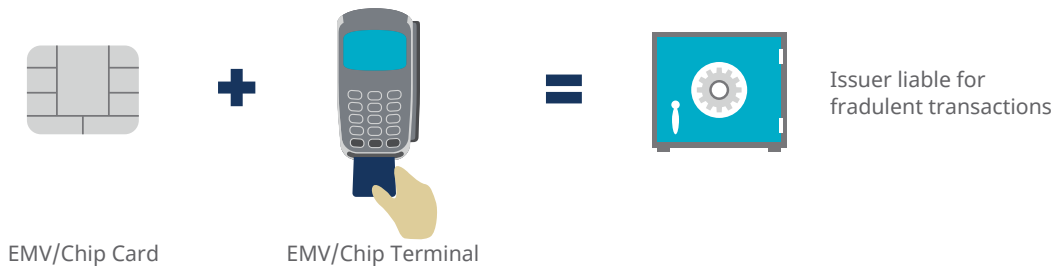
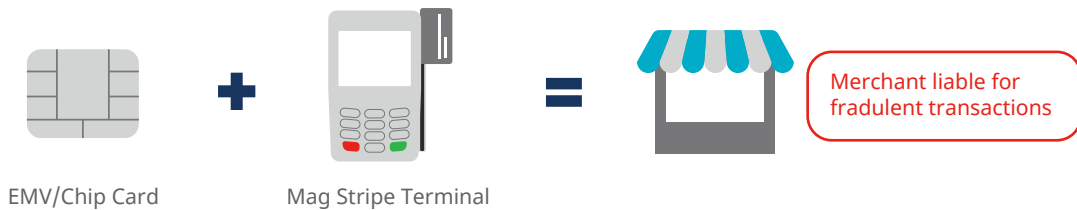
Beginning in October 2015, when a fraudulent transaction occurs, whichever party, whether it's the merchant, processor or card issuer, is the cause of the EMV (chip card) transaction not occurring will be held financially liable for any resulting card-present counterfeit losses.

Get ready ahead of time and protect your business for the liability shift.
When it comes to preparing your business for the liability shift, we can help.

Current Landscape



Landscape After Oct 1st 2015



* For American Express, MasterCard and Discover, merchants who are not processing on EMV capable equipment will become liable for fraudulent transactions involving counterfeit and lost/stolen cards. For VISA, merchants will become liable only for fraudulent transactions involving counterfeit cards.

