

# Creating a secure card payment future

**CARDS ARE THE PREFERRED WAY FOR CONSUMERS TO PAY, WITH PURCHASING ON PLASTIC OUTSTRIPPING CASH TRANSACTIONS. APACS FIGURES SHOW THAT IN 2007, 63.32% OF TOTAL RETAIL SPENDING WAS CARD-BASED IN THE UK, REPRESENTING £354.2 BILLION.**

WITH THE INTRODUCTION of Chip and PIN, paying by card is now safer than ever in the UK. The chance of becoming a victim of card fraud remains extremely low and fraudulent transactions make up just 0.00118% of all transactions (APACS figures). Nevertheless, the continuing growth of card payments has inevitably made it an attractive target for criminals, with card fraudsters becoming increasingly sophisticated in their methods. Complacency is not an option if we are to meet the security challenge and the key is developing a network of trust between banks, payment systems suppliers, retailers and consumers.

Market-leading electronic payment systems provider, VeriFone, is forging ahead with security standard compliance. As of January 1<sup>st</sup> 2008, all our new payment systems conform to stringent security requirements outlined by Payment Card Industry (PCI)

for both PIN entry and payment processing software. To the consumer, the most obvious sign that a system is compliant with the latest standards is an external protective shield around a PIN pad, which ensures that PIN entry is obscured from peripheral view. However, there are many other measures which VeriFone has put in place to protect the consumer from fraud, including data encryption and tamper-resistant casings on all our payment devices - from those on the countertop in a retailer such as the V<sup>x</sup> 810 DUET to portable devices such as the V<sup>x</sup> 670



which are brought to the customer for PIN entry. Security is not just about hardware, VeriFone software complies with security standards such as Visa's Payment Application Best Practices (PABP). It is also important to note that consumers are responsible for keeping their PIN safe, a simple precaution would be shielding

the PIN from prying eyes during entry.

At VeriFone, we are taking a strong stand on the security issue because consumers need to feel they are protected when paying by card. With over 25 years experience in the industry, we are leveraging our close relationships with banks, industry bodies and retailers to create and deliver the most dependable and secure payment solutions across all retail payment environments. Our ultimate goal is to make it impossible for fraudsters to commit card crime, thereby allowing consumers to enjoy peace of mind when paying by plastic. Next time you see the VeriFone logo when using your card, you can be confident you're in safe hands.

#### USEFUL INFO:

[WWW.VERIFONE.COM](http://WWW.VERIFONE.COM)

[WWW.SECURERETAILPAYMENTS.COM](http://WWW.SECURERETAILPAYMENTS.COM)

[WWW.APACS.ORG.UK](http://WWW.APACS.ORG.UK)

[WWW.CARDWATCH.ORG.UK](http://WWW.CARDWATCH.ORG.UK)

  
THE WAY TO PAY™