

What is a chip card?

Chip cards are payment cards that have an embedded chip. They offer cardholders advanced security when using the chip to pay in store. Issuing chip cards will help reduce fraud and the cost of managing fraud for your business as it has done in other countries.

What is EMV?

Chip cards are based on a global card payment standard called EMV, currently used in more than 80 countries. There are more than 3.4 billion chip cards issued across the globe. Learn more about EMV at www.emv-connection.com/issuers

Why are chip card transactions more secure?

Chip card transactions offer advanced security for in-store payments by making every transaction unique. And, chip cards are virtually impossible to counterfeit or copy. If the card data and the one-time code are stolen, the information cannot be used to create counterfeit cards and commit fraud.

How can I start issuing chip cards?

Contact your card issuance partners or payment brand today to learn more about issuing chip cards.

What should I communicate with my cardholders about completing in-store chip transactions?

During the transition to chip, instruct your cardholders to swipe their card as they normally would and follow the prompts. If the terminal is chip-enabled, it will prompt them to insert it instead. If the cardholder already knows their chip card works in a store, they can start by inserting their card. These basic steps should be communicated to cardholders about completing transactions with their chip cards:

- 1 Insert your card with the chip toward the terminal, facing up. Do not remove until prompted.
- 2 Provide your signature or PIN as prompted by the terminal. Some transactions may not require either.
- 3 When the terminal says the transaction is complete, remove your card.

Can cardholders still pay in-store if they don't have a chip card?

It may take all merchants some time to upgrade all of their terminals to be chip-enabled. At merchants that do not accept chip, your cardholders will still be able to swipe their cards to make a payment.

Where can cardholders use their chip cards?

Anywhere. Their card will have a chip and a magnetic stripe to accommodate any situation. During the transition to chip, instruct your cardholders to swipe their card in stores as they normally would and follow the prompts. If the terminal is chip-enabled, it will prompt them to insert it instead. If the cardholder already knows their chip card works in a store, they can start by inserting their card.

At an ATM, the cardholder experience may differ slightly depending on the type of ATM.

If the card stays visible, cardholders should use these basic steps for a successful ATM transaction:

- 1 Insert and remove your card as you normally would. This tells a chip-enabled ATM whether you have a chip card or not. Then follow the prompts.
- 2 If the ATM is chip-enabled, it will prompt you to insert the card again and leave it inserted. The ATM will clamp down on your chip card to hold it in place until the transaction is complete. Do not try to remove your card until prompted by the ATM.
- 3 When the ATM says the transaction is complete, remember to take your card.

If the ATM is not yet chip-enabled, the cardholder should follow the prompts and complete the transaction as they do today. They will not have to reinsert their card.

If the card is not visible, the ATM will automatically detect and use the chip. If the cardholder is used to an ATM returning their card immediately, they should note that their chip card will now be returned at the end of the transaction.

When will my cardholders be able to use my chip card at all merchant and ATM locations?

Every day, more merchants and ATMs are becoming chip-enabled to increase security for in-person card transactions, so cardholders will start to see these terminals and ATMs at many of the places they visit today. Cardholders will continue to be able to transact at both chip-enabled and non-chip-enabled merchants and ATMs with the same card.

Can cardholders use their chip cards outside of the U.S.?

Yes. Chip cards are widely used in international markets and are accepted in more than 80 countries. Providing a chip card to your cardholders will make it easier for them to transact internationally.

What does a chip-enabled merchant terminal look like?

Chip-enabled terminals have all of the features you are used to with a payment terminal, with the addition of a slot for consumers to insert their card. The slot is typically located at the bottom or the top of the payment terminal. [Image shows brand-agnostic chip-enabled terminal]



What does a chip-enabled ATM look like?

Chip-enabled ATMs have all of the features you are used to. You likely won't notice any physical difference between a magnetic stripe ATM and a chip-enabled ATM.

I am a chip card issuer. How should I communicate with my cardholders about chip cards and chip transactions?

Your investment in issuing chip cards will pay off by building trust and loyalty with your cardholders. You can let them know you have made the change on your website or by advertising, statements, social media, email and direct mail blasts. You can also use your receipts, ATMs, branches, staff and call centers to let cardholders know that you care about their safety and security.

I am a chip card issuer. When should I communicate with cardholders about my financial institution's switch to chip cards?

You should communicate with cardholders before, during and after chip card issuance

- Before: Promote awareness and let them know that a change is coming
- During: Promote activation, security benefits and how to use the new chip card
- After/ongoing: Provide continual education about what to expect as they pay