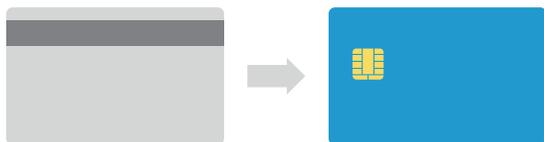


EMV and NFC: The Migration to New and More Secure Payment Technologies

Switch from Magnetic Stripe to Chip Cards



- The United States is migrating from outdated magstripe credit and debit cards (which use the same technology as cassette tapes) to cards embedded with microchips.
- This technology, also known as EMV (which stands for Europay, Mastercard, and Visa), is a safer form of payment for buyers and sellers alike. These cards are nearly impossible to counterfeit.
- Many consumers already have chip cards in their wallets or will be getting these cards soon, but reading chip cards requires new technology.

The Liability Shift

- On October 1, the liability for certain types of fraudulent transactions will shift from banks to businesses that do not have the ability to process chip cards.
- Buyers will want to use the new, more secure payment cards in their wallets, and card networks want to encourage more widespread adoption of these chip cards. That is why card networks set a date for a “liability shift.”
- This means that starting on October 1, business owners that cannot process chip cards will have to foot the bill for some fraud losses that were previously covered by the banks.

Prepare For The Migration. Upgrade Your Technology.

NEW TECHNOLOGIES



EMV



CONTACTLESS

- Payment security is good for everyone. It is important to be able to meet the needs of buyers that want to use more secure forms of payment.
- In addition to EMV cards, we also expect increased adoption of contactless (NFC) forms of payment.
- Contactless options like Apple Pay and Android Pay allow customers to pay with a phone or other device that is linked to a credit card. This option is fast, safe, and convenient.
- Take advantage of the opportunity to upgrade your technology so that you can provide a better experience for your customers and accept all types of payments, including EMV or contactless.

More Information

- For more information about the migration to secure payment technologies. Square and the SBA are here to provide the information and tools you need. Please visit sba.gov/emv and squareup.com/townsquare