

From preventing a data breach to stopping credit card fraud in its tracks, payment security is a complex topic. Help reduce your risk by following these 5 Dos and Don'ts.

Dos

1 Accept chip cards

Your customers will appreciate it. Chip cards are more secure than magstripe cards, and are consumers' preferred payment method.¹



2 Understand your fraud prevention toolkit

Fraud tools are designed to flag risky transactions such as those that are inconsistent with typical purchasing behavior, or those originating from customers with a suspicious buying history.



3 Get breach protection

Give yourself peace of mind with financial protection that helps protect your business in the event that you experience a breach.



4 Know your online customers

EMV chip cards have driven more fraudsters online, but tools such as AVS (Address Verification Service) and CVV (Card Verification Value) can help minimize fraud by verifying the cardholder's identity.



5 Make sure your system is secure

Network scans assess a business' network and web applications to identify vulnerabilities that a hacker could use to access the network. These scans are also one of the industry requirements for accepting payment cards.



Don'ts

1 Assume your employees know about payment security

Establish security policies and mandatory best practices for employees to follow, and make sure they can spot red flags for fraud such as damaged cards and fraudulent returns.



2 Be fooled by common fraud schemes

One common scenario is when a customer provides a fake authorization code for a declined card, which results in a chargeback for which the merchant is liable. You can avoid this type of fraud by always requiring that cards be swiped or dipped for payment.



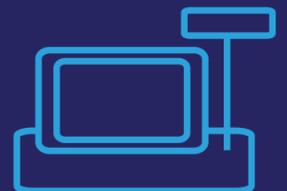
3 Minimize the importance of PCI compliance

PCI compliance is nothing to brush aside. Ask your processor for assistance in meeting industry mandates to protect cardholder data.



4 Neglect updating your POS

An out of date POS is more vulnerable to being breached. Make sure to install updates regularly to keep your system technology current and secure.



5 Think it can't happen to you

Data breaches happen to businesses regardless of size, and small businesses are especially vulnerable. An estimated 60 percent of those that experience an attack go under within six months.²



For more information on payment security and how to protect your business, visit worldpay.com