

January 2016

We are excited to share the following news:

The Direct Connect Gateway is now certified to accept and process “chip card” payments, as required by EMV regulations.



Background:

In 1995, Europay, Mastercard and Visa (EMV) joined forces to create global payment processing standards that would maximize ease of use while reducing fraud. They determined that all payment cards should store data on an embedded microchip, rather than a magnetic stripe. And they required that, no later than October 1, 2015, all POS terminals be equipped to process these new cards, which are physically inserted, or dipped, into a specially-equipped reader.

With EMV requirements came a new “liability shift.” Prior to the mandate, if a business processed a transaction on a fraudulent card, the card’s issuing bank would absorb the costs of that fraud.

Effective October 2015, if a customer pays with a fraudulent card on a terminal that is not equipped with an EMV card reader, the banks will no longer be liable for financial damages. The business will be.

Nevertheless, the major processing companies and the Credit Card Associations (Visa, MasterCard, American Express, etc.) underestimated the complexities of certifying all payment gateways and terminals to process EMV chip cards, and therefore, most businesses were unable to meet this deadline.

We are proud to say that our Direct Connect Gateway is one of the few that has been fully EMV certified.

What this means to you:

Your business must equip your point of sale terminals to accept EMV transactions. If you have already updated your terminals, you only need to run a simple software update, (see Your Next Steps below). If your terminal is not equipped with a chip card reader, you must purchase or lease a new terminal. Direct Connect has many options available for your unique business and budgetary needs.

Your next steps:

- **If you do have an EMV terminal, please call 1.800.747.6273 at your earliest convenience.** We will walk you through a 90-second process during which your new EMV software will be downloaded. Please make sure that your terminal is connected via IP and your transactions are settled prior to making this call.
- **If you do not have an EMV terminal, please call your sales office or email DCSupport@udcc.com** and we will help you choose a terminal that best suits your needs and budget.
- **Card not present businesses (MOTO and eCommerce) are unaffected by EMV regulations.**

For more information:

See the attached FAQ

Visit our website at
www.directconnectps.com

Call Direct Connect at
800-747-6273

