



## Still Swiping?

### Why accepting swipe cards can hurt your business

If your business accepts credit cards as a form of payment, it's important to have protections in place in regards to credit card fraud. Have you experienced a loss due to chargebacks recently? Does your POS device only accept swipe payment? If so, it's time to consider switching to an EMV chip-enabled POS device.

Traditional swipe card information is relatively easy to steal and transfer onto a new, fraudulent credit card. Chip cards (EMV cards) use encrypted codes to keep this information secure.

#### **Benefits of having an updated POS with proper chip reading capabilities:**

1. Protection from fraud
2. Protection from chargebacks related to EMV liability
3. Improved reputation and an increase in customer trust
4. Open and continue to build a guest tab (GoTab utilizes tokenization technology)



# Industry Insights: PCI Compliance

In a payment via counterfeit credit card that was swiped, the merchant can be found liable for the chargeback resulting from the fraud. These are the scenarios of potential liability:

	CREDIT CARD TYPE	+	POS TERMINAL ABILITY	=	LIABILITY LIES WITH:
1.	Magnetic stripe only		Not contact-chip-enabled		Credit card company
2.	Magnetic stripe only		Contact-chip-enabled		Credit card company
3.	Chip card		Contact-chip-enabled		Credit card company
4.	Chip card		Not contact-chip-enabled		Operator / Owner

**IMPORTANT** - If you swipe a bad chip card *your* business can be held liable. Avoid this scenario by simply using a POS with contact-chip-reading capability to follow standard security and fraud prevention guidelines.

GoTab is proud that all of this can be avoided by simply following standard security and fraud prevention guidelines, otherwise known as being PCI Compliant. GoTab is proud to announce that we are a PCI DSS Level 1 Service Provider meaning with GoTab, you have the best protection there is against fraudulent cards.

The ability to accept card payments is a privilege. Achieving and maintaining PCI compliance while having a POS terminal that has chip-reading capabilities is the best way to protect your business and your right to accept credit cards.

**Are you using a chip credit card everywhere except your business?**

**Contact Us Today!**

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