Important EMV Information

Dear Valued Customers,

   We would like to give you an update on EMV technology. As of October 1st, 2015, merchants who process counterfeit or stolen EMV cards (chip cards) on older non-EMV card readers will be responsible for the amount of the transaction.

   We want all of our customers to understand the following:

1. **There is no need to panic.** You may have received calls from some credit card and point-of-sale companies trying to paint a "doom and gloom" scenario. However, this representation of the situation is false. After October 1st, merchants will still be able to accept credit cards the same way they do now. EMV cards have a magnetic stripe that can be swiped as normal if merchants do not have an EMV reader.

2. **Many merchants are in the same situation.** The EMV fraud liability shift is going to impact millions of merchants across the country. Many merchants will not have EMV enabled terminals after the October 1st deadline.

3. **This is not a requirement to process transactions.** The EMV fraud liability shift is not a mandate, so there is no penalty if the merchant does not have an EMV enabled terminal by October 1st. An EMV enabled terminal can help shift liability to the issuer in the case of counterfeit transactions, but it is not a requirement.

4. **The liability shift only applies to counterfeit or stolen card fraud.** The liability for certain chargebacks will shift to merchants if they do not have an EMV compatible credit card terminal, but this liability shift only applies to chargebacks where a counterfeit or stolen credit card is used.

5. **Maitre'D has EMV upgrade options.** Maitre'D currently supports the Verifone VX-805 with customer facing EMV and is working on other alternatives in the near future.

6. **EMV will work at table service restaurants.** Currently sit down restaurants can use the Verifone VX-805 to process EMV transactions at a register. Maitre'd is developing other payment options that will allow the customer to pay at the table in the near future.

We know that the safety of your business is paramount, and would like to do all we can to help inform you of the changes in the industry. As the U.S. continues to develop this technology we will be posting new materials to our website and keeping in contact as best we can. Cash Control is very serious about security and would be happy to talk to our customers about the various PCI compliance steps we offer to ensure your POS network stays secure. Please feel free to contact us at any time online or in person regarding any questions or concerns you may have.

Sincerely,

Dave Sawyer
Co-Owner
Cash Control Business Systems