



Business and Industry Services &
Washington/Beaufort County
Chamber of Commerce

PRESENT

EMV CREDIT CARDS AND HOW IT WILL AFFECT YOUR BUSINESS

WITH



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Area Executive
Senior Vice President

SCOTT CHINNI & STACY ADAMS



THE WASHINGTON/BEAUFORT CHAMBER OF COMMERCE & THE SMALL BUSINESS CENTER AT BEAUFORT COUNTY COMMUNITY COLLEGE INVITE ALL BUSINESS OWNERS TO THIS FREE WORKSHOP TO DISCUSS THE UPCOMING DISPERSAL OF EMV CARDS, HOW IT WILL AFFECT YOUR BUSINESS AND WHAT TO LOOK OUT FOR. SCOTT CHINNI OF FIRST BANK EXPLAINS HOW WE CAN PREPARE DURING A TRANSITION THAT WILL AFFECT US ALL.

EMV STANDS FOR EUROPAY, MASTERCARD AND VISA, A GLOBAL STANDARD FOR INTER-OPERATION OF INTEGRATED CIRCUIT CARDS (IC CARDS OR "CHIP CARDS") AND IC CARD CAPABLE POINT OF SALE (POS) TERMINALS AND AUTOMATED TELLER MACHINES (ATMs), FOR AUTHENTICATING CREDIT AND DEBIT CARD TRANSACTIONS. THE PURPOSE AND GOAL OF THE EMV STANDARD IS TO SPECIFY INTEROPERABILITY BETWEEN EMV-COMPLIANT IC CARDS AND EMV-COMPLIANT CREDIT CARD PAYMENT TERMINALS THROUGHOUT THE WORLD. THERE ARE TWO MAJOR BENEFITS TO MOVING TO SMART-CARD-BASED CREDIT CARD PAYMENT SYSTEMS: IMPROVED SECURITY (WITH ASSOCIATED FRAUD REDUCTION), AND THE POSSIBILITY FOR FINER CONTROL OF "OFFLINE" CREDIT-CARD TRANSACTION APPROVALS. ONE OF THE ORIGINAL GOALS OF EMV WAS TO ALLOW FOR MULTIPLE APPLICATIONS TO BE HELD ON A CARD: FOR A CREDIT AND DEBIT CARD APPLICATION OR AN E-PURSE.

Limited
Seating!!
Reply
early

THURSDAY, JULY 23RD, 2015

NOON – 1:30 PM

WASHINGTON/BEAUFORT CHAMBER OF COMMERCE
(IMPORTANT: LIGHT LUNCH PROVIDED BY FIRST BANK AND TRANSFIRST)

FREE to attend,
but seating is limited!
To pre-register call
940-6375 or email
EvaP@beaufortccc.edu.

Call 252-940-6375 to pre-register.



BEAUFORT COUNTY COMMUNITY COLLEGE

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