



EMV[®] FAQs

U.S. Bank Multi Service Aviation Merchants

What is EMV[®]?

EMV (an acronym for Europay, MasterCard[®] and Visa[®]) is a global technology standard for payment cards. An EMV terminal communicates with the microchip embedded in the EMV card (commonly referred to as a “chip card”) at the time of presentation to validate authenticity and either approve or decline the transaction.

How do chip cards work?

Instead of swiping a credit card as they do today, consumers insert (or “dip”) the chip card, chip-side up, into an EMV terminal. The terminal then reads the chip on the card to ensure that the card is valid. The card stays in the terminal until the transaction is complete.

What if customers don't know whether they have a chip card?

The small, rectangular chip will be clearly visible on the front of the card. Customers can also swipe their card. If they are prompted to “dip” the plastic, it is an EMV card.

How do I know whether an EMV chip card is Chip and PIN or Chip and Signature?

The card issuer determines the authentication method.

- **Chip and PIN:** the cardholder will be asked to **enter his or her PIN code** during the EMV transaction.
- **Chip and Signature:** the cardholder will be asked to **sign** at the end of the EMV transaction.

Why do I need EMV?

To reduce counterfeit card fraud. When EMV was implemented in the United Kingdom, for example, payment-card fraud rates immediately dropped by 25%! By accepting chip cards, you're preparing for the future of payment technology and helping to protect your business from card-fraud liability.

Are chip cards currently being issued in the United States?

Yes. Most large issuers – including U.S. Bank – have been providing chip cards to international travelers for the last few years. (These are cards that run on the Visa, MasterCard, American Express, or Discover Networks.) With the liability shift coming up in October 2015, issuance for domestic use has accelerated over the last year.

Why do I need an EMV terminal if my current terminal works fine? What if I decide not to upgrade to an EMV-enabled terminal?

- **You need to upgrade to avoid assuming fraud losses.** The Payment Card Networks have announced that on October 1, 2015, *fraud liability will be assumed by any merchant that does not have EMV-enabled equipment capable of detecting the fraudulent card.*
- **You need to upgrade to support the new technology.** Your current terminal may function correctly for magnetic stripe cards, and an EMV card can be swiped like a “regular” plastic, but to protect your business from potential card-fraud liability, you will need to upgrade to an EMV-enabled terminal.

What is U.S. Bank Multi Service Aviation doing to help me prepare for the shift?

U.S. Bank Multi Service Aviation (MSA) is preparing updates to its point-of-sale (POS) devices to enable them for EMV. MSA is preparing to enable and schedule merchant-device downloads. You will be notified by your merchant team when software is available for you to download.

How do I switch to an EMV terminal?

- A U.S. Bank Merchant Services Representative will contact you to discuss software updates and schedule a download.
- If you are not using a Vx820 device, please contact your software provider to ensure you are protected.
- If you would like to receive a new Vx820 to replace third-party software that will not be enabled – or if you would like information about other enabled software – please contact us.

Can I still accept magnetic stripe cards with an EMV-enabled terminal?

Yes. The new EMV-enabled terminals are designed to accept EMV chip cards *and* magnetic stripe cards.

- Not every card will be converted to a chip card (please see below).
- With an EMV-enabled terminal, you won't need separate terminals for different types of payment cards.

What is the difference between an EMV *capable* and EMV *enabled* terminal?

An EMV **capable** terminal will need a software upgrade or enhancement to become EMV **enabled**. Any terminal provided by MSA will be EMV **enabled**.

Does the October 2015 shift date apply to *all* cards?

No:

- Not all cards are converting – only those backed by Visa, MasterCard, American Express, and Discover.
- Closed-loop networks are not required to issue EMV cards at this time. For that reason, U.S. Bank will not be issuing Multi Service Aviation EMV cards this year.
- The shift for businesses with self-serve fuel dispensers or outside terminals has been extended to October 2017 to allow extra time for equipment conversions.

Where can I go for more information?

Contact us at 877-MSA-CARD (877-672-2273) or visit our merchant webpage at: usbpayment.com/msamerchant.