

# EMV

## Assurance with Every Transaction

### WHAT?

EMV is a fraud-reducing technology that can help protect your business and your customers from financial loss due to the fraudulent use of payment cards at your point of sale.

### WHY?

EMV adoption around the world over the past several decades has driven more fraud to the United States. The U.S. is one of the last major countries to adopt EMV, and has modified many of its payments processes to fit into the EMV model.

### WHEN?

The transition to EMV in the U.S. began in 2011 and will continue over the next several years. As of October 1, 2015, merchants have increased financial liability for card-present fraudulent transactions if they do not process chip cards with EMV technology.

**Vantiv is your trusted partner in EMV.**

VISIT [info.vantiv.com/EMV](http://info.vantiv.com/EMV) TODAY  
to learn how to protect yourself from counterfeit fraud!

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# Accepting EMV: have your customers follow these 4 easy steps.



Easy  
Steps >

## What is EMV?

EMV is a global standard for processing chip cards. Chip cards are nearly impossible to counterfeit and may require cardholder authentication to verify that the card belongs to the person using it.



### Step 1

Press sale, Enter amount, and then Insert or Tap card.



Do not remove the card until the transaction is complete.



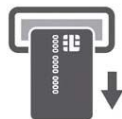
### Step 2

Follow the on-screen prompts.



### Step 3

To help ensure only an authorized user has your card, you may be required to enter a PIN or sign the receipt.



### Step 4

Card can be removed after "Remove Card" prompt displays on terminal screen. Once card is removed a receipt of sale will print.

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