

Get the Facts about Chip Cards at GoChipCard.com

New website educates consumers, merchants and issuers

PRINCETON JUNCTION, N.J., April 28, 2015 – If you’re wondering what that new chip is on your credit or debit card, you are not alone. Curious about why you are getting chip cards and how to use them? A new educational website launched today, GoChipCard.com, provides consumers with the answers to these questions and more.

GoChipCard.com was created by the EMV Migration Forum and the Payments Security Task Force based on an industrywide commitment to provide easy-to-use and simple resources, and consistent messages about chip cards and their use.

GoChipCard.com teaches consumers:

- How to identify a chip card and a chip-enabled terminal
- Why they already have or will soon receive these cards for enhanced security
- How to use these new cards in stores with a simple, easy-to-remember three-step process

“GoChipCard.com is easy to understand and delivers need-to-know information on what chip cards are, how to check for the chip and how to pay with them,” said Randy Vanderhoof, director of the EMV Migration Forum. “Our goal is to help people successfully use their chip cards from the very first transaction, and to understand the significant benefits that come with using the chip.”

In addition, GoChipCard.com has dedicated merchant and issuer pages customized to educate them on aspects of chip technology specific to their businesses. This includes simple explanations of chip technology, what is changing for merchants and issuers as well as their customers, chip card security features, and next steps to enable chip card acceptance.

Merchants and issuers can download additional resources, including a training FAQ, a merchant infographic and communications best practices, in addition to other elements. Merchants and issuers are encouraged to use the website content in developing communications for customers, cardholders and employees.

Additional Resources

The EMV Migration Forum has many additional educational resources available for industry stakeholders and the media that can be used in conjunction with GoChipCard.com, including:

[Press Room](#)

[EMV Chip Cards Infographic: The Future of Payments](#)

[EMV Connection](#)

[EMV 101 Webinar](#)

[EMV and U.S. Chip Migration FAQ](#)

[Standardization of Terms](#)

Tweet this: Get the facts! @EMVForum & PST's www.GoChipCard.com provides need-to-know info on what #chipcards are, how to use them in stores & more

About U.S. EMV Chip Migration

Commonly used globally in place of magnetic stripe, EMV chip technology helps to reduce card fraud in a face-to-face card-present environment; provides global interoperability; and enables safer transactions across contact and contactless channels. Chip implementation was initiated in the U.S. market in 2011 and 2012 when American Express, Discover, MasterCard and Visa announced their roadmaps for supporting a chip-based payments infrastructure. Acquirer processor readiness mandates to support EMV were established for 2013, with liability shifts for managing fraud risk in a face-to-face environment set for 2015.

About the Payments Security Task Force

The Payments Security Task Force was formed in early 2014 to drive executive-level discussion for the purpose of enhancing payments system security. The Task Force includes a diverse group of participants in the U.S. electronic payments industry, including payment networks, banks of various sizes, credit unions, acquirers, retailers, point-of-sale device manufacturers and industry trade groups.

Among the Task Force participants are American Express, Bank of America, Capital One, Chase, Citi, Credit Union National Association, Discover, First Data, Global Payments Inc., Kroger, National Association of Federal Credit Unions, Marriott, MasterCard, Navy Federal Credit Union, Sheetz, Shell, Subway, US Bank (Elavon), Vantiv, VeriFone, Visa Inc., Walgreens, and Wells Fargo & Company.

About the EMV Migration Forum

The EMV Migration Forum is a cross-industry body focused on supporting the EMV chip implementation steps required for payment networks, issuers, processors, merchants, and consumers to help ensure a successful introduction of more secure chip technology in the United States. The focus of the Forum is to address topics that require some level of industry cooperation and/or coordination to migrate successfully to chip technology in the United States. For more information on the EMV Migration Forum, please visit <http://www.emv-connection.com/emv-migration-forum/>

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