



THE COUNTDOWN HAS BEGUN – FOUR WEEKS LEFT TO PIN DAY!

*Press Release Issued by the Irish Payment Services Organisation
19th February 2007*

With less than four weeks to go, IPSO urges all Chip and PIN cardholders that they will need to know and use their PIN after 17th March. Most cardholders have been using their PIN for some time but for those who have yet to start using PIN, IPSO issues the following advice:

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| To find out your PIN ➡ | Contact your bank or card issuer today and ask for a 'PIN reminder' |
| To 'unlock' your PIN ➡ | Contact your bank or card issuer today for instructions |
| If you can't use a PIN ➡ | Contact your bank or card issuer today to discuss alternative arrangements |
| To make your PIN easier to remember ➡ | Change it at most ATMs |

IPSO also reminds cardholders and retailers that there are a number of important exceptions who will continue to sign even after 17th March:

- cardholders with any cards which have yet to be upgraded to Chip and PIN
- cardholders with cards from countries that have yet to upgrade will always sign
- disabled cardholders who have a Chip and Signature card

In all of these cases the PIN pad will automatically recognise that a signature rather than a PIN is required.

Úna Dillon, Head of Card Services at IPSO comments:

"The 4-week countdown has begun but the only people who need to be aware of it are the minority of those with Chip and PIN cards who are not currently using their PINs in shops." She adds: "We want to strongly dispel the myth that old style (magnetic stripe and signature) cards should not be accepted after 17th March. Although we believe there have been some isolated incidents where a small number of customers have been turned away because they have old style cards, this should not have happened. Both in the run up to, and even after 17th March, cards that have yet to be upgraded to Chip and PIN, cards from overseas and Chip and Signature cards for disabled cardholders should always be accepted.

For more information go to www.chipandpin.ie

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Notes to the Editor:

1. Banks, building societies, retailers, card schemes and card companies joined forces to combat credit and debit card fraud through the *Chip and PIN* Ireland Programme.
2. The *Chip and PIN* Ireland Programme introduced smart Chips on credit and debit cards, coupled with the use of a secret four-digit PIN (personal identification number) to verify the transaction rather than signing a receipt.
3. The simple system is part of a global initiative to cut payment fraud. Many other countries in Europe and around the world have also implemented the *Chip and PIN* system, which has been built to an international standard.
4. All banks are committed to ensuring that the small number of disabled customers who are not able to use a *Chip and PIN* card are able to use an alternative such as a *Chip and Signature* card which will enable them to continue using their cards now and after 17th March 2007.
5. Consumers will continue to be protected from card fraud losses by 'The Code of Practice for Personal Customers'. Nothing changes for the consumer. Just as they do today, cardholders should continue to be responsible in protecting their cards and keeping their PIN secret.
6. Other types of card fraud such as card-not-present fraud (on the internet, over the phone or mail order fraud) are being addressed by retailers and banks through a number of initiatives such as 3D-Secure, card security code, production of fraud prevention training manuals and multi-sector working groups.
7. The IPSO *SafeCard Task Force* was established in 2004 to provide information to consumers and retailers on fraud prevention. For more information go to www.safecard.ie
8. If a cardholder enters the incorrect PIN three times consecutively, the PIN will become 'locked'. For instructions on how to unlock their PIN, cardholders should contact their card issuing bank.