



RETAILERS URGED TO FOLLOW TERMINAL PROMPTS AFTER ST. PATRICK'S DAY

There are important exceptions after 17th March
where a signature should always be accepted

*Press Release Issued by the Irish Payment Services Organisation
5th February 2007*

IPSO's 'Safety in Numbers' campaign urges consumers to find out, memorise and use the PIN for each of their Chip and PIN payment cards in advance of 17 March 2007 - when the option to 'sign instead' will be removed. **This applies only to Chip and PIN cards** so retailers should observe that some groups will continue to sign to authorise all of their debit and credit card transactions. In all cases shop staff should simply insert the card into the terminal and follow the prompts - these will clearly indicate whether a PIN or a signature is required dependant on the card type.

Signature authorisation should no longer be possible for Chip and PIN card transactions carried out in a Chip and PIN shop terminal after 17 March 2007. BUT, the following groups will continue to be able to sign - regardless of the type of technology used by the retailer:

Cardholders with non-Chip and PIN cards

- There are some cardholders that are awaiting their new Chip and PIN card. Until they receive their new cards they will be using their old style cards and should continue to sign

Cardholders from overseas

- Chip and PIN is a European initiative and Ireland is amongst the first countries to implement it. Therefore there are many cardholders from overseas using old style cards with a signature. These cardholders will continue to sign after 17 March.

Disabled cardholders

- A small percentage of cardholders use a special Chip and Signature card because they are unable to use a PIN. To accommodate their needs these cardholders will continue to sign before and after St. Patrick's Day - use of these specific cards at Chip and PIN terminals will incur a prompt at the till advising staff that a signature is required rather than a PIN

IPSO advises all retailers to avoid any confusion after the 17th March by simply dipping the card into the terminal and following the prompts. The terminal reads the card and identifies if a signature or a PIN is required.

Úna Dillon from the Irish Payment Services Organisation said, "Whilst the Safety in Numbers campaign reminds retailers and cardholders to use a PIN for Chip and PIN transactions, we need to ensure all cardholders are accommodated while at the same time employing the best available technology. Retailers should remember that not all customers will have Chip and PIN cards after 17th March. This includes Irish as well as foreign cardholders whose cards have yet to be upgraded and some disabled customers who have Chip and signature cards. After St. Patrick's Day retailers should simply insert any payment cards presented, into the terminal and follow the subsequent terminal prompts. The terminal will always advise whether a signature or a PIN is required."

~ENDS~

For further information, photographic material or interview, please contact:

Úna Dillon/Jennifer Chamberlaine

IPSO

12/13 Cumberland Street

Dun Laoghaire

Co. Dublin

Tel: +353-1-6636740

Email: info@ipso.ie

Web: www.ipso.ie

Notes for the Editor:

- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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