



## **Safety in Numbers – After St. Patrick’s Day you’ll Need your PIN to Pay by Chip and PIN Debit or Credit Card**

*Press Release Issued by the Irish Payment Services Organisation  
22<sup>nd</sup> January 2007*

Today marks the beginning of a public awareness campaign which will urge cardholders to find out, memorise and use the correct PIN for each of their Chip and PIN debit and credit cards. If cardholders don't know the PIN for any of their Chip and PIN cards, they should contact their bank or card company now to request a reminder. The campaign will also concentrate on providing cardholders with useful tips on how to remember PINs.

After 17<sup>th</sup> March 2007 cardholders must use their PIN in order to be sure of being able to pay with their Chip and PIN card. If shoppers with Chip and PIN cards do not enter the correct PIN, they are likely to be asked for another form of payment as the option to 'sign instead' can no longer be guaranteed.

There will be some exceptions to the rule. These include:

- Purchases made on cards which have not yet been upgraded to Chip and PIN
- Purchases in outlets which are not yet using Chip and PIN technology
- Purchases made abroad in countries which have not yet upgraded to Chip and PIN
- Disabled customers using a Chip and Signature card instead of a Chip and PIN card – these will always continue to sign

The rollout of Chip & PIN has been a great success. Currently 100% of bank owned tills have been upgraded to Chip & PIN and 96% of credit and debit cards are now Chip & PIN enabled. There has been considerable investment in Chip and PIN technology on the part of Irish banks and retailers and the industry has already seen a huge reduction in card fraud due to its implementation, including a 65% reduction in ATM card fraud incidents reported in 2006 to compare with 2005.

Úna Dillon, Head of IPSO Card Services added "This is great news overall, but to eliminate counterfeit and lost and stolen fraud altogether, the Chip and PIN technology needs to be used to its full potential. This means the removal of the 'PIN bypass' option at retail terminals and tills. 'PIN bypass' is where the retailer allows a customer who doesn't know or who has forgotten their PIN to sign a receipt to verify that he or she is the actual cardholder."

In some foreign countries, e.g. U.K. and France, PIN is already compulsory for Chip & PIN transactions so people who travel abroad may already have experienced this change.

For more information please see [www.chipandpin.ie](http://www.chipandpin.ie)

**-ENDS-**

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#### **Notes to 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 17<sup>th</sup> 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.safcard.ie](http://www.safcard.ie)