

# **EMV. What it is and why we provide it to our customers.**

‘EMV’ stands for Europay, MasterCard and Visa. It refers to the chip in credit cards and the technology that reads them.

Most credit cards now have a chip in them for a number of reasons. The chip holds data that is encrypted, making EMV cards more difficult to copy or reproduce. Transactions using EMV cards and technology are more secure.

The EFTPOS devices we provide to our merchants are EMV-enabled. This reduces the risk of fraud and chargebacks. It also gives you and your customers, greater security and confidence.