

What is EMV?

EMV[®] stands for Europay, MasterCard[®], and Visa[®], and is commonly referred to as a chip card. The chip within the card stores account information more securely, and the technology itself provides protection against fraudsters creating a replica of your card. The U.S. has already started the process of migrating to EMV.

Why the switch to chip cards?

The biggest benefit of switching to chip cards is the reduction in card fraud resulting from counterfeit, lost, and stolen cards.

What does a chip card look like?



A chip card is the same size, shape, and weight as your current card. The main differences you'll notice include a chip on the front of the card, and the card will need to be inserted in the store or ATM terminal to be read.

Chip cards will have a chip on the front and a magnetic strip on the back for the foreseeable future. You may need to use one or the other, depending on the situation, during the lengthy U.S. transition period. It's important to understand that your card will work, it just needs to be used correctly.

How will it all work?

Physically, the purchasing process will feel the same as it does now, except your card is inserted and left in the terminal while your transaction processes, rather than being swiped through the card reader. If you swipe your chip card at a chip-enabled terminal, the terminal will prompt you to insert the card if it's capable of supporting a chip transaction. If the terminal is not chip-enabled, you will swipe your card as you have always done.

What does a chip-enabled terminal look like?



A chip-enabled terminal looks almost identical to the terminals you use today when you swipe your cards. In addition to the magnetic strip reader, chip card terminals have a slot on the front where you will insert and leave your card while your transaction processes.

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