



EMV Credit Card Reissue – Member Q&A

The Credit Union will be reissuing credit cards outfitted with EMV chips to all members who have a credit card. Please refer to the following questions and answers to assist in answering member questions regarding EMV.

Q1: Why does the date keep changing for when I should receive my EMV chip credit card?

A1: We apologize for the delay in receiving your EMV chip credit card. There is a production delay, and we are hoping you will receive your EMV chip credit card by the end of the year. However, if you apply for a new credit card, you will receive a card outfitted with an EMV chip, as all new credit cards include the EMV chip.

Q2: What is EMV?

A2: EMV (Europay, MasterCard®, Visa®) is micro-computer chip technology that provides increased security capability. EMV chip cards are equipped with a small metallic square on the front of the card that holds your information. Originating in Europe, EMV technology has been instrumental in preventing the spread of credit card fraud.

Q3: Why is the Credit Union adopting EMV technology?

A3: The Credit Union is implementing EMV technology to ensure you have the most secure and seamless purchase experience possible. EMV technology is currently one of the most effective tools being used to prevent the spread of credit card fraud. EMV chip cards ensure your information remains protected, and make it more difficult for potential fraudsters to obtain your data.

To avoid liability, merchants are required to convert their current card readers to EMV-compliant processing terminals by October 2015. Unattended kiosks – gas pumps, movie ticket kiosks, etc. – are not required to update for a few more years.

Q4: Do I need to update my contact information to receive my new card?

A4: Yes, it is extremely important that you make sure your contact and address information is updated with the Credit Union. If the information on your account does not reflect your current address, you may not receive your card.

Q5: What are the benefits of EMV?

A5: There are many benefits to EMV, namely the fraud deterrent technology. One of the biggest benefits is the reduction in credit card fraud resulting from counterfeit cards.

Q6: Why are EMV credit cards and EMV payment transactions secure?

A6: EMV chip cards are inherently more secure due to card authentication and transaction authorization features. EMV chip cards are more secure than the magnetic strip cards currently used in the United States because they have the ability to encrypt data. This means that only authorized users can access your information. Having encryption technology in place makes it extremely difficult for fraudsters to access or use information stored on your card, making it very challenging to create duplicate cards. These capabilities help protect against card fraud and provide an enhanced level of comfort when making purchases.



Q7: Is EMV going to be implemented in the U.S.? Are any of the big banks adopting this technology?

A7: Yes, EMV technology will be the chosen method of payment in the United States within the next few years for credit unions and big banks. We are one of the first credit unions to adopt this technology, far ahead of the October 2015 deadline that is currently in place for most merchants to have EMV-friendly payment processing terminals.

Q8: How does EMV help protect against fraud?

A8: EMV cards help protect against fraud by ensuring unauthorized users cannot access your data. EMV cards carry security credentials – known as keys – that are stored securely in the card. These keys help prevent skimming and card cloning. In an EMV transaction, your card goes through an authentication process to ensure it is genuine, and you are verified as the cardholder. All of these features help to prevent fraudulent activity on your card.

Q9: Will I have issues traveling abroad if I have a card with the EMV chip?

A9: If you are traveling abroad, you should not have any issues making purchases. EMV chip card technology is supported in 80 countries abroad, including Canada, countries in Europe, Latin America and Asia, making your purchasing experience that much easier.

Q10: Can EMV protect me against fraud when I make purchases online?

A10: There are ways to protect against fraud when making online purchases with EMV, but currently there is no foolproof method in place. Use the same caution you currently do when making online purchases, including verifying that the website is secure. Two ways to verify the authenticity of the website is to ensure that, when you go to make a purchase, there is a yellow lock symbol in the lower right-hand corner of the page and an “s” at the end of the “http:” URL line in your browser. If you do not see these indicators, leave the page right away.

Verified by Visa provides an additional layer of protection when making online purchases. Verified by Visa confirms an online shopper's identity by requiring them to put in a password when making a purchase on a website. Adding Verified by Visa protection to your card requires a one-time activation on Visa's website (visa.com/security) to set up a password. After setting up your account, you will have an added layer of protection and peace of mind while making online purchases.

Q11: Will the EMV chip cards also have the magnetic strip?

A11: Yes, your new EMV chip card will include the magnetic strip, giving you dual-purpose technology to enhance your purchasing capabilities. This means that you will be able to use the EMV chip at retailers who support EMV processing, and the magnetic strip at all other locations.

Q12: By having both the EMV chip and the magnetic strip on my card, is the improved fraud provided by EMV void?

A12: No, the improved fraud protection provided by the EMV chip is not void. The EMV chip provides enhanced security utility when used at an EMV card reader, and the magnetic strip provides the convenience to use your card at any merchant locations that have not yet implemented EMV payment processing terminals.



Q13: Will EMV cards still be protected by Visa's Zero Liability* policy?

A13: Yes, all transactions made using your EMV credit card will be covered by Visa's Zero Liability policy. This gives you the option to contest unauthorized charges made on your credit card, giving you peace of mind about your finances.

Q14: Will activating the new card deactivate my old credit card?

A14: No, activating your new card will not deactivate your old credit card. You will still be able to use your old card for approximately 3 weeks after we have distributed your new card. Following that time, the old card will be automatically deactivated.

Q15: Will the PIN for my old card transfer to my new card?

A15: Yes, the PIN from your old card will transfer over to your new card.

Q16: Will my debit cards be updated with EMV chips?

A16: Yes, your debit cards will be updated as well with EMV technology. However, this will happen in mid-2015.

Q17: Will business credit cards be updated with EMV chips?

A17: Yes, business credit cards will be updated with EMV technology. However, this will not happen until 2015.

Q18: Will I have to wrap my card in aluminum to protect my information?

A18: No, you do not need to wrap your new EMV chip card in aluminum to protect your information.

A lot of confusion may stem from previous radio frequency identification credit card technology, known as RFID cards. This was a recent credit card technology that did not require you to swipe your credit card when making a purchase. Instead, you had the ability to brush your card against the reader, and it would process your payment. This frequency technology made it easier for fraudsters to obtain card information than from your traditional credit card. These RFID cards and readers are no longer heavily utilized due to this risk. The EMV chip cards are vastly different with even greater built-in security features.

EMV technology requires that you put your card into the card reader when making a purchase. The card reader will not release your card until it has verified the information stored in your chip, meaning that your data is not transmitted through radio frequency. This is a much more secure method of payment, and a proven deterrent against would be fraudsters; therefore, there is no need to wrap the card in aluminum.

Q19: Do I need to keep my card in a metal wallet to protect my information?

A19: No, you do not need to store your card in a metal wallet to protect your information. Your EMV credit card is the same in design and function as all of your credit and debit cards, and your information is secure in the EMV chip.



Q20: Will my new credit card have flat numbers instead of the raised numbers?

A20: No, your new credit card will not have flat numbers instead of raised numbers.

Q21: How will I know if I need to use the EMV chip or the magnetic strip when I make a purchase?

A21: If you are using a payment processing terminal that is EMV-enabled, the terminal will require you to make your purchase using the EMV chip. If you swipe your magnetic strip on an EMV terminal, the terminal will tell you to place your EMV chip card into the slot on the bottom portion of the machine to pay for your purchase. If the payment processing terminal is not EMV-enabled, you will be able to make your purchase using the magnetic strip.

*Visa's Zero Liability policy covers U.S.-issued cards only and does not apply to commercial credit cards, ATM transaction of PIN transactions not processed by Visa. Cardholders must notify the Credit Union promptly of any unauthorized use. For additional details, visit www.visa.com/security.