

# U.S. Bank Chip Card (EMV<sup>®</sup>) FAQs

Below are answers to some frequently asked questions about U.S. Bank's chip-enabled commercial cards. This guide can help ensure that your card program functions smoothly as cardholders begin to use their new plastics.

## Chip-Card (EMV) Technology

### What are chip cards? Are they different than EMV cards?

These are two names for the same technology. Chip-enabled cards feature embedded microprocessors that store and protect cardholder data to prevent certain types of fraud. When used with chip-enabled card readers, these new cards are more secure than traditional magnetic-stripe cards.

The global standard for chip-card payments and acceptance is known as EMV (Europay, MasterCard and Visa) technology, but the cards are more commonly described as "chip cards" or "chip-enabled cards."

Chip cards are highly resistant to counterfeit card fraud when used with chip-enabled point-of-sale systems. U.S. Bank is adopting them because protecting your personal information is a top priority for us.

### What are the benefits of chip card technology?

Chip cards can help reduce certain types of fraud. The primary benefit of a chip card is a dramatic reduction in counterfeit fraud (also known as "card-present fraud") at chip-enabled, point-of-sale systems. Please note that chip cards do not affect the security of online or phone transactions, although chip-card account information may be less attractive to thieves.

For cardholders, the chip card provides:

- Enhanced security for in-person ("card present") transactions when used with chip-card-compatible terminals.
- A stronger verification method that helps protect account information.
- The broadest card acceptance/interoperability around the world.

### Why change card technology now?

Nearly every major economic region outside of the U.S. already uses chip cards. In fact, chip technology has been the standard in Europe, Canada and much of Asia for years. It's estimated that 70% of non-U.S. credit-card terminals are already chip-card enabled.

The U.S. has the most card volume, so it requires the most time to convert. Switching out cards and payment-processing systems — such as ATMs, registers, vending machines, self-service kiosks, and ticket terminals — is an expensive process.

### Is there a law that mandates chip cards?

No. But in October 2015, the major card networks (Visa, MasterCard, American Express and Discover) shifted liability for counterfeit card-present fraud to the party that does not support chip cards (either the issuer or the merchant).

The liability shift date for pay-at-the-pump gasoline retailers is two years later (October 2017) because the cost to change card readers embedded in the pumps is far greater than for stand-alone point-of-sale devices.



## Is my company liable for fraud if I do not use chip cards? Am I liable?

No. As of October 2015, liability for counterfeit fraud lies with either the issuer or merchant who is least compliant with chip card technology.

- If a chip-enabled card is presented to a merchant that has not adopted chip card terminals, the merchant is liable for any counterfeit card fraud.
- If a counterfeit magnetic stripe card is presented at a chip-certified terminal, the card issuer is responsible for any counterfeit card fraud.

## Chip-Card PIN Information

### What is a PIN?

A PIN (personal identification number) is a four-digit number used to verify the identity of the cardholder. Most cardholders are familiar with PINs from their experience with personal debit cards and ATMs. With our new chip-enabled cards, a PIN may be required for a few types of point-of-sale transactions that were previously authenticated with a signature.

### Why do I need a PIN?

While most chip-card transactions are still verified by cardholder signatures, in some circumstances, a cardholder may need to enter a PIN at the point of sale, if prompted by the card reader. PIN prompts are uncommon in the U.S. but may occur more frequently abroad.

You will be required to enter your PIN at an ATM if cash access is enabled on your card. Only your Program Administrator can enable cash access for your account.

### Do I need to use my PIN for online or phone purchases?

No. You do not need your PIN for these purchases.

### How do I get my PIN?

Effective November 14, 2016, cardholders will be prompted to select their PIN when they activate their account via the Call Center. Following activation, the cardholder will be prompted to self-select their PIN. They will enter it once, then enter again to confirm.

### When will I be prompted to enter a PIN?

In the U.S., it's rare to be prompted to enter a PIN at a merchant card reader – the vast majority of point-of-sale systems require only a signature. You may, however, experience situations where a PIN is required, such as at unattended gas pumps, parking garages, tollbooths and train ticket kiosks; therefore, it's important to retain your PIN, especially when traveling outside the U.S.

### Will entering a wrong PIN block my card?

Your PIN will be locked after 4 incorrect attempts, and you will need to call the Customer Service number on the back of your card for assistance. If the consecutive-PIN-attempt limit has not already been reached, entering a valid PIN will reset the PIN- attempt counter.

### What happens if I forget my PIN?

If you forget your PIN, call the customer-service number on the back of your card and request that your PIN be mailed to you. Please be aware that we cannot provide a PIN over the phone. You can expect to receive your PIN via USPS 7 to 10 business days after you request it.

If you are traveling internationally, you may request that your PIN be expedited.

### Can I still use my chip card if I forget my PIN?

Yes. You may use your card for transactions verified by signature while you are waiting for your PIN to arrive.

## When will my PIN change?

Your PIN will only change if your account number changes or if you proactively change your number.

## Can I get cash with my PIN?

You can only access cash if your Program Administrator has enabled cash access on your account.

## Can I change my PIN? How?

Changing a PIN is easy. Simply call the Customer Service number on the back of your card, enter your account number, validate your identity, then:

- Select Option 2 for PIN Options
- Select Option 5 for “Change PIN” or “Request Copy of PIN”
- Select Option 1 to Change PIN
- Enter Current PIN
- Enter New PIN

Once the PIN is changed, it may take up to two card transactions for the PIN to be updated.

If you forget your PIN, contact Customer Service to request a PIN reminder.

## How Chip Cards Work

### How does a chip card work?

The embedded chip stores information required to verify, authorize and process transactions — similar to a magnetic stripe. The chip embedded in the card is nearly impossible to duplicate. In addition, chip cards and terminals work together to ensure highly secure transactions through the use of stronger authentication methods at the point of sale.

The combination of stronger authentication methods and unique transaction elements makes chip-card account data less attractive to steal and counterfeit fraud exceedingly difficult.

### Are there different types of chip-card technologies?

Yes, but we only issue one type — “contact” chip cards that must make contact with a card reader at the point of sale. The other type — variously known as “contactless,” “payWave,” “PayPass” or “NFC” — is more common with consumer-oriented transactions. Contactless technology will be important in the future development of mobile payments.

### What is the difference between chip-and-signature cards and chip-and-PIN cards?

These refer to methods of verifying a cardholder — either via “preferred” signature or PIN. The issuer of the card determines which method is primary, as well as any secondary methods that may be allowed.

Chip-and-signature cards allow cardholders to verify themselves using their signatures. This is the most common cardholder verification method in the U.S. market today.

Chip-and-PIN cards require cardholders to enter a PIN instead of a signature to verify each purchase at the point of sale.

U.S. Bank has opted to make signature verification primary. Other issuers may make PIN verification primary.

Although your cards are chip-and-signature, they are also assigned PINs for the unlikely event that a PIN is required at the point of sale. This is quite uncommon in the U.S. market.



### Does a chip card still have a magnetic stripe on it?

Yes. Your chip card also has a magnetic stripe for use when a card reader or ATM is not chip enabled. You can swipe a chip card at these terminals just as you would use a conventional magnetic-stripe card.

### Can a magnet impact the information stored on a chip, as it can with a magnetic-stripe card?

No. A magnet has no impact on the information stored on a chip.

### Do international markets offer cards with both magnetic stripes and chips?

Yes. It is common for cards in other markets to have both a magnetic stripe and a chip. The magnetic stripe can be used as backup or when the cardholder is traveling where merchants have not yet converted to chip cards.

### How does a chip card impact online or phone purchases?

Chip technology does not affect transactions made over the phone or Internet (“card-not-present” transactions). Online and phone transactions for chip cards and magnetic-stripe cards are processed in the same way.

There are other emerging tools in the marketplace to combat online and phone-card fraud.

### Are pay-at-the-pump transactions different?

Pay-at-the-pump transactions remain unchanged in the U.S. market. For example, a cardholder may be asked to enter a billing ZIP code. When traveling internationally, a cardholder may be prompted by a card reader to enter a PIN.

## Using Chip Cards vs. Magnetic-Stripe Cards

### Does a chip card look different than a magnetic stripe card?

Yes. A chip card has a visible chip centered on the left side of the card.

### Will my account number change when my magnetic stripe card is replaced with a chip card?

No. The cardholder’s new chip card will retain the existing card number.

### How should I activate my chip card?

Cardholders should call the number on their cards and follow the prompts to activate them. Their existing cards will work until the new cards are activated or until they reach their expiration dates, whichever comes first.

To activate a new card, the cardholder will need the following:

- The 16-digit account number associated with the chip card.
- The five-digit ZIP code, which can be found on Access Online in the cardholder statement.
- The last four digits of the Social Security number or employee ID listed on Access Online in the cardholder statement.

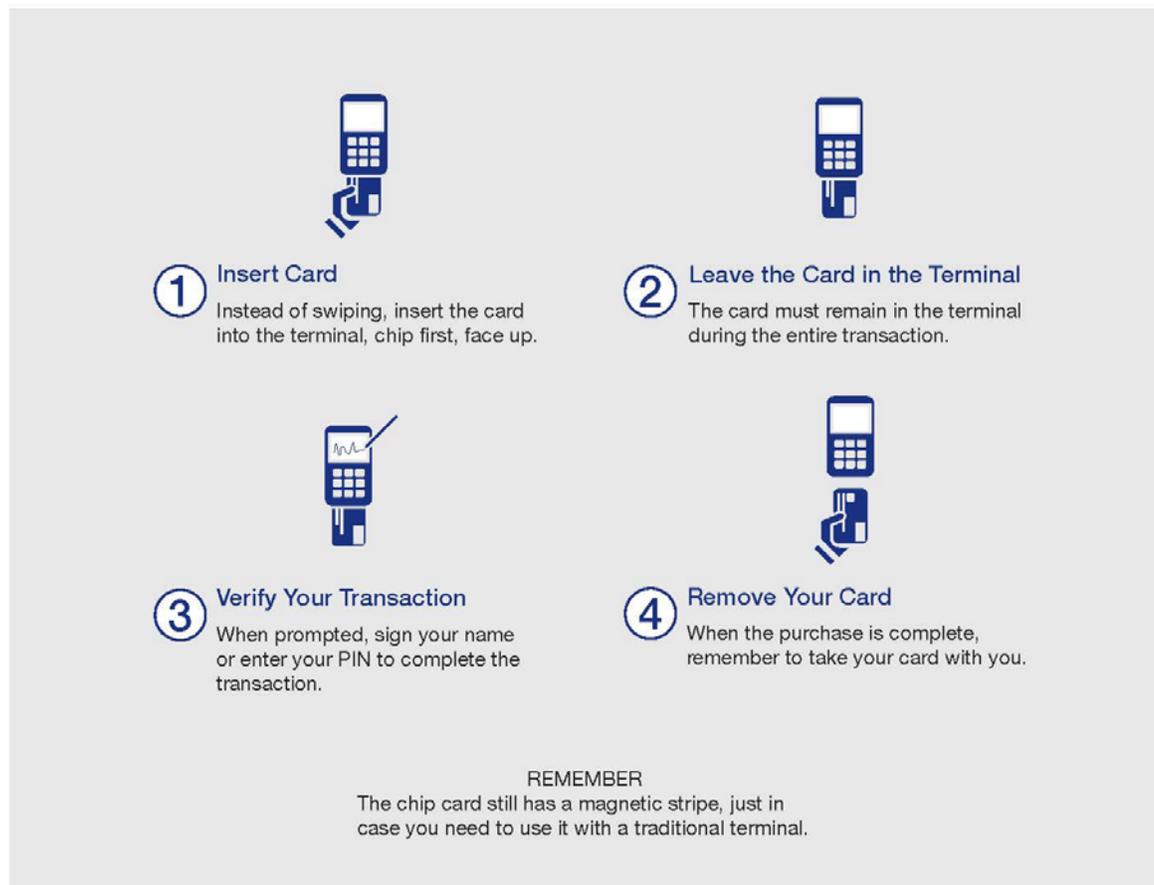
## How should I use my chip card?

Cardholders experience only minor differences when using their chip cards. Instead of swiping the card at a merchant's terminal, the cardholder inserts (or "dips") his or her card into the slot underneath the keypad until it clicks, leaving it in the reader until he or she sees a prompt to remove it.

Over time, more merchants will have chip-card readers at the point of sale, so this experience will become more common. Several major national retailers are in the process of converting to chip-enabled card readers.

At merchants without chip-card readers, the cardholder swipes the card in the same way as Magnetic-stripe card.

See below for a simple step-by-step graphic that explains how cardholders should use their new chip cards.



## How does a card reader prompt me to use my chip card?

If a chip card is swiped at a chip-enabled terminal, the cardholder will be prompted by the terminal to insert (or "dip") his or her card into the slot underneath the keypad until it clicks, leaving it in the card reader until he or she sees a prompt to remove it. The prompt may be text on the point-of-sale display or a beep.

## Will there be an increase in lost cards due to cardholders forgetting to remove their cards from chip-enabled card readers?

We do not believe there will be an increase in lost or stolen cards due to cards being left in chip-card readers.

To help cardholders use their chip cards at chip-card readers, we provide step-by-step instructions on the card mailer, clearly outlining the process for inserting the card into the reader and removing it when the transaction is complete.

## Which merchants in the U.S. have chip-enabled terminals?

Each merchant has its own plan to upgrade card readers. We expect to see more merchants in the U.S. adopt this technology over time. Some large national retailers have already updated their systems to accept chip cards.

## How Chip Cards Affect Your Organization's Card Program

### What information will I receive related to the chip card?

The card mailer includes instructions on how to use the card.

### Should my card program have both non-chip and chip-based cards?

Until replacement is complete, you may have some cardholders with chip cards and some with magnetic-stripe cards.

### How are "cardless" or ghost-account programs impacted by chip cards?

These programs are not affected because no physical cards are issued.

### Does my chip card work with Apple Pay?

No. At this time, Apple has excluded commercial-card products from participation in the Apple Pay program.

## More Information

### Who can I contact if I have questions about my chip-card program?

If you have questions about your U.S. Bank chip-card (EMV) program, please contact your U.S. Bank Relationship Manager or Account Coordinator, or call Service Point at 877.846.9301 (commercial sector) or 877.846.9302 (public sector). Select option 3 to speak with a representative.

### Who can I contact if I have questions about my PIN?

If you have questions about your U.S. Bank chip card (EMV) PIN usage, please contact your U.S. Bank Relationship Manager or Account Coordinator, or call 844.539.1866 (commercial sector) or 877.846.9302 (public sector). Select option 3 to speak with a representative.

[www.usbpayment.com](http://www.usbpayment.com)

