



EMV Key Dates Chart

Visa	MasterCard	Discover
<p>October 2012</p> <p>Visa will extend the Technology Innovation Program (TIP) to merchants in the U.S., potentially allowing them to skip the annual PCI DSS validation for any year in which at least 75% of merchant Visa transactions originate from dual-interface EMV chip enabled devices—plus other qualification criteria such as being PCI DSS compliant.</p>	<p>October 2012</p> <p>PCI assessment relief takes effect.</p>	<p>Discover will not restrict any channel, verification process or transaction type.</p> <p>Discover will support:</p> <ul style="list-style-type: none"> • All card authentication channels – including online and offline • All cardholder verification methods – including both chip & PIN or chip & Signature transactions • All commerce channels – including contact and contactless (which includes mobile)
<p>April 2013</p> <p>Acquirers/processors will be required to support merchant acceptance of EMV chip transactions.</p>	<p>April 2013</p> <p>Acquirers and sub-processor mandate to fully process EMV transactions. Cross border Maestro ATM liability shift to non-EMV ATMs.</p>	
<p>October 2015</p> <p>The party that is the cause of a contact chip transaction not occurring will be financially liable for any resulting card present counterfeit fraud losses. Does not include automated fuel dispensers (AFD).</p>	<p>October 2013</p> <p>MasterCard Account Data Compromise (ADC) relief takes effect (50%).</p>	<p>The media has reported that Discover will support the same October 2013 requirement for acquirers and direct-connect merchants and the same 2015 liability guidelines as provided by MasterCard.</p>
<p>October 2017</p> <p>Deadline for automated fuel dispensers (AFD) to comply.</p>	<p>October 2015</p> <p>MasterCard ADC relief takes effect (100%). MasterCard liability hierarchy takes effect (excluding fuel).</p>	
	<p>October 2015</p> <p>MasterCard liability hierarchy takes effect for fuel dispensers.</p>	