



[www.alpinepaymentsystems.com](http://www.alpinepaymentsystems.com) | [customerservice@alpinepaymentsystems.com](mailto:customerservice@alpinepaymentsystems.com)

877-804-7286 / 866-728-7509 (fax)

## **BEST PAYMENT PRACTICES**

Many merchants think that their role in processing payments ends with sliding the card through a terminal and batching out. The responsibility to process securely is much greater than that and savvy merchants who take the time to educate themselves and staff on how to securely accept card payments can reward themselves with a low effective processing rate and little exposure to chargebacks. Learning how to properly use your payment processing account and equipment will allow your business to maximize your bottom line and prevent fraud.

### **Alpine Payment Systems' Program:**

Our program focuses on **PIN based debit transactions** and converting as many point of sale purchases to PIN debit as possible. PIN debit is widely considered to be the least expensive and most secure form of processing card payments worldwide. Point of sale PIN debit conversion success depends on you, the merchant, taking the time to train yourself and your staff on how to maximize your conversion ratio. Failure to follow standard practices and guidelines for accepting PIN debit could negatively affect the benefits of this program. Take the time to review the tips below to increase your PIN debit conversion and do your part to process fraud free and save money.

### **PCI Compliance:**

In order to process securely and protect your customers' sensitive information, please make yourself familiar with the PCI (Payment Card Industry) DSS (Data Security Standards). Familiarization and compliance with PCI-DSS helps prevent loss of cardholder data and assists in reducing card processing costs for everyone. The 12 standards may be found on the PCI website in the resource section below. Additional information and training materials are contained in the Visa's Cardholder Information Security Program (CISP) and may be referenced on their website.

### **Tips:**

#### **Create a company card acceptance policy**

Develop a credit card payment acceptance policy in writing for your employees. Make everyone that has the ability to accept cards or issue refunds familiar with the policy. Make sure to include the basics such as verifying that the signature on the card matches the signature on the receipt and capturing the magnetic strip e-data. Please see Visa and MasterCard acceptance guidelines for additional tips.

#### **Prominently display your PIN pad**

Place your PIN pad in clear view of customers. Your employees and customers will use it more frequently if it is convenient and easily accessible.

#### **Assign Unique User Identifications**

Assign a unique identification number to all employees that can accept card transactions or issue refunds. You then can track monthly how many PIN debit transactions, refunds, and voided transactions each employee or cashier accepts and monitor ongoing compliance with your company policy.

**Educate Employees**

Educate your employees on the benefits of PIN debit transactions and data security. Highlight the cost savings and chargeback prevention. All of these significantly decrease your card acceptance costs and improve your bottom line. An improved bottom line means lower prices, higher wages, and an overall better company! It is your duty to make sure your employees follow your PIN Debit acceptance policy.

**Merchant Resources:**

[www.alpinepaymentsystems.com](http://www.alpinepaymentsystems.com) | [www.pcisecuritystandards.org](http://www.pcisecuritystandards.org) | [www.visa.com/cisp](http://www.visa.com/cisp) | [www.mastercard.com](http://www.mastercard.com)

Please reference current qualified card guidelines and download terms and conditions Agreements at [www.alpinepaymentsystems.com](http://www.alpinepaymentsystems.com).

**Additional Disclosures and Responsibilities:** PIN Debit transaction conversion is the responsibility of the merchant at the point of sale. Debit transaction conversion is defined as the process of converting card transactions (offline debit, Visa, MasterCard) to PIN based transactions accompanied by a four digit PIN at the point of sale. PIN debit transactions process at significantly lower costs and failure to convert transactions at the point of sale may result in additional costs to merchant. PCI-DSS compliance is the responsibility of the merchant to perform. Failure to be compliant or compromised transactions may result in fines, restrictions, or loss of merchant account. Please reference merchant resources for additional information.

**Initials:** \_\_\_\_\_

**Date:** \_\_\_\_\_