

## Why am I receiving a new debit card?

**You are receiving a new debit card, which provides you with the newest technology in the form of an EMV chip.** This chip is becoming the global standard for credit card and debit card payments. Named after its original developers (Europay, MasterCard® and Visa®), this technology features payment instruments (**cards**, mobile phones, etc.) with embedded microprocessor **chips** that store and protect cardholder data. In the wake of numerous large-scale data breaches and increasing rates of counterfeit card fraud, U.S. card issuers are migrating to this new technology to protect consumers and reduce the costs of fraud.

For merchants and financial institutions, the switch to EMV means adding new in-store technology and internal processing systems, and complying with new liability rules. For you, it means activating new cards and learning new payment processes.

## How do I activate my new debt card and PIN? (Personal Identification Number)

**If you are calling from a phone number that matches what we have on file**, you can do this very easily by phone. **Please dial the IVR\* number of 1- 866-985-2273.** There will also be a prompt asking if you want to change your PIN. This is something you will need to do, as your old PIN did not transfer to your new EMV debit card. Most members assume that the PIN is the same as their old card, but that is not the case. You can use your same PIN again if you wish, simply follow the prompts. If you run into any difficulty, please call us at **614-221-9376 so we can assist you.** We are available at this number 24 hours a day, seven days a week for your convenience.

\*Interactive voice response is a technology that allows a computer to interact with humans with voice and DTMF tones (The sounds used for touch-tone dialing are referred to as **DTMF** (Dual Tone Multiple Frequencies) Each number, as well as the # and \* is represented by a pair of **tones**. For instance, the number 1 is represented by the frequencies 1209 Hz and 697 Hz.

**If the number you are calling from does not match what is in our system**, it will not allow you to complete the activation process. Should that happen, **please call our Member Service Center at 614-221-9376 so we can assist you in getting your card activated.** This would also be the ideal time to provide us with an updated phone number(s).

We are available at this number 24 hours a day, seven days a week for your convenience. On the call, we will also help you to set up your PIN, as the one you previously had did not transfer to your new debit card. You can use the same PIN as before if you wish.

Here are answers to the most frequently asked questions about EMV chip cards

### **1. Why are EMV cards more secure than traditional cards?**

The small metallic square you see on the front of the card is a computer chip, and that small chip has made fraud much harder to perpetrate.

The magnetic stripe on traditional credit and debit cards store contained unchanging data. Whoever accesses that data gains sensitive cardholder information needed to make purchases. That makes traditional cards prime targets for counterfeiters, who convert stolen card data to cash. If someone copies a magnetic stripe, he or she can easily replicate that data countless times because it does not change, unlike magnetic-stripe cards. Any time an EMV card is used for payment, the card chip creates a unique transaction code that cannot be used again...ever.

EMV technology will not prevent data breaches from occurring, but it will make it much much harder for criminals to successfully profit from stolen information.

Experts believe that chip cards will significantly reduce fraud across the globe, which has doubled in the past several years. The introduction of dynamic data is what makes EMV cards so effective at decreasing counterfeit card rates in the U.S. and other countries.

Counterfeit and fraud has already decreased in the United States thanks to the introduction and adoption of EMV, according to MasterCard and Visa. In October 2016, chip-enabled merchants saw a 43 percent drop in counterfeit fraud compared to a year earlier, according to Visa. Similarly, MasterCard has recorded a 54 percent decrease in counterfeit fraud costs among its EMV ready merchants between April 2015 and April 2016. MasterCard has also seen a 77 percent increase in counterfeit card fraud year-over-year among merchants/ businesses who have not yet moved to EMV or are in the process of doing so.

### **2. How do I use an EMV card to make a purchase?**

Just like magnetic-stripe cards, EMV cards are processed for payment in two steps: card reading and transaction verification.

Instead of going to a register and swiping your card, you will do what is referred to as *card dipping*, which means inserting your card into a terminal slot and waiting for it to process an authorization. When an EMV card is dipped, data flows between the card chip and the issuing financial institution to verify the card's validity and create the unique transaction data. While chip card transactions may take a minute or so longer than the swipe transactions, we have been used to, total card processing time will eventually speed up as the new payment environment continues to evolve.

### **3. Who will be liable for fraud / losses on EMV cards?**

Today, if an in-store transaction is conducted using a counterfeit, stolen or otherwise compromised card, consumer losses from that transaction will fall back to the payment processor or issuing bank, depending on the card's terms and conditions.

Following an Oct. 1, 2015 deadline created by major U.S. credit card issuers MasterCard, Visa, Discover and American Express, the liability for card fraud shifted to whichever party is the least EMV compliant in any fraudulent transaction.

**4. If I want to use my chip-card at a retailer that does not support EMV technology yet, will it work?**

Yes. The first round of EMV cards, many of which are already in members hands are equipped with both chip and magnetic-stripe functions so consumer spending is not disrupted and merchants can adjust.

**5. Whom do I call if I have additional questions about my new EMV debit card?**

You may always call our Member Service Center please at **614-221-9376 so we can assist you.** We are available at this number 24 hours a day, seven days a week for your convenience.

Thank you for your membership. Please do not hesitate to ask us for financial direction and support. That is why we are here...to help improve and strengthen each members financial life. We do this every day and we welcome the opportunity to do it for you, too.