

# CARD NOT PRESENT FRAUD

“The biggest competitor you didn’t know you had”

PWC Global Economic Crime and Fraud Survey 2018

## What is card not present?

A card-not-present/remote payment (CNP) is a payment where the cardholder and the card are not physically present at the merchant point-of-sale.

## How does it effect a merchants business or contact centre?

Merchants need to be mindful that a standard 'authorisation' from an acquirer does not guarantee payment.

Because the card and cardholder are not present, the merchant is unable to physically check the card or the identity of the cardholder. It is much easier for the fraudster to disguise their true identity in a remote environment, so there is a need for the merchant to be particularly careful when taking payment in remote channels, to mitigate against fraud related chargebacks, i.e. the loss of both product and funds.

## What can merchants put in place to secure remote payments and protect the business against fraud related chargebacks?

The best way to protect against fraud related chargebacks is to authenticate the cardholder.

YorkshirePay® is a cloud based solution designed to protect both the cardholder and the business by securing remote/CNP payments [MOTO (mail order/telephone order), chat and social media.]

- YorkshirePay® facilitates additional authentication in the CNP MOTO channel, which shifts the liability for fraud away from the merchant back to the card issuer and consequently eliminates fraud related chargebacks for the merchant.
- YorkshirePay® also reduces the time, effort and cost of the merchant becoming and maintaining PCI DSS Compliance because it removes all sensitive card data from the merchant environment. “If you don’t have it you don’t have to protect it.”

**£671.4  
MILLION**

WAS LOST IN 2018 THROUGH  
**FRAUD ON UK  
PAYMENT CARDS**  
A 19% INCREASE ON 2017

**“Card Not Present  
debit and credit  
payment card fraud  
has risen 129% in the  
last 7 years”**

Source: UK Finance

**75%**

OF PAYMENT CARD  
**FRAUD IS “CARD NOT  
PRESENT” TOTALLING  
TO £506.4 MILLION**