

WHAT IS PCI DSS COMPLIANCE?

The Payment Card Industry Data Security Standard (PCI DSS) is a set of requirements developed by the International Card Schemes to protect cardholder data. Compliance with PCI DSS is a contractual requirement of the merchant agreement between merchants and their acquirers.

The requirements apply to all acceptance channels including retail (brick-and-mortar), mail/telephone order (MOTO), and e-commerce, irrespective of the quantity of payments processed.

Outsourcing card processing does not release merchants from their obligations to be compliant. PCI DSS applies to ALL entities that store, process and/or transmit payment card data, consequently PCI DSS also applies to Third Party Service Providers, who support merchants that have outsourced any part of the payment processing. As part of the contractual requirements of the merchant acquirer agreement, it is the merchant's responsibility to ensure that any third party used in the card transaction journey is also compliant with the standard.

Failure to comply with the security requirements of PCI DSS, can put a business and its customers at risk of a compromise. Data breaches are becoming more and more frequent, and the reputational damage they can cause to a business can be irreparable.

If card data is compromised, the merchant will be liable for the cost of the required forensic investigations, fraudulent purchases and the cost of re-issuing cards and may even lose the ability to accept card payments.

OVER 114 MILLION UNENCRYPTED CARDS FOUND WITHIN BUSINESS ENVIRONMENTS IN 2017



OF BUSINESSES ARE STORING ENCRYPTED DATA

75% OF PAYMENT CARD FRAUD IS "CARD NOT PRESENT" TOTTALING TO £506.4 MILLION

WHAT IS PCI DSS COMPLIANCE?

Better for Customers

Nobody likes giving their sensitive card data to a stranger over the phone or in a "chat" window.

YorkshirePay[®] provides customers with alternative ways to provide their card data to merchants and consequently eliminates the need for cardholders to read out card data over the phone or type it into a chat window.

While using YorkshirePay[®], the merchant agent can stay in communication with the customer throughout the call or transaction, ensuring the merchant agent is on hand to provide instant help and support, greatly improving customer satisfaction and reducing the number of abandoned calls. YorkshirePay[®] also authenticates the cardholder, reducing the risk of fraud on customers' accounts.

Better for Staff

As YorkshirePay[®] removes sensitive card data from merchant environments, it also reduces the risk of insider fraud from rogue employees tampering with the data. With this risk removed, a more relaxed environment can be accommodated, with less stringent controls, creating positive staff morale and job satisfaction



Better for Business

PCI DSS COMPLIANCE FOR YOUR CUSTOMER SERVICES/CONTACT CENTRES

YorkshirePay[®] uses unique technology to support a simplified approach to complex PCI DSS compliance. By removing all payment card data from the merchant environment, customer services/ contact centre are removed from the scope of PCI DSS compliance.

NEGATE CHARGEBACKS ASSOCIATED WITH FRAUD

Using additional authentication methods in the CNP MOTO channel, chat and social media environments, YorkshirePay[®] reduces the risk of fraud related chargebacks associated with telephone and omni-channel payments.

REDUCE PROCESSING COSTS

YorkshirePay[®] works with all major payment service providers and because the CNP transactions are secured by two factor authentication, acquirer charges and chargebacks are reduced, saving both time and money. The YorkshirePay[®] 'Pay-as-you go' service also eliminates any initial capital expenditure.

CLOUD BASED SOLUTION

YorkshirePay[®]'s cloud based technology, means there is no time-consuming installation. Deployment is swift, with no need for additional hardware or to alter existing telephony solutions.

PROTECT REPUTATION

YorkshirePay[®] ensures that sensitive card data does not enter the merchant environment, simplifying PCI DSS compliance and the costs associated with evidencing PCI DSS compliance. By eliminating all card data from the merchants' environment YorkshirePay[®] also mitigates the risk of reputational damage from a payment card data compromise.