



The TransFirst Messenger

January 2004

FYI's & Reminders

In this Issue...

FYI's and Reminders

Terminal Talk – TouchTone Capture

Cardholder Information Security Program



Please see the attached release for the new Cash Advance Procedures. It is important that these are distributed and reviewed with all of your banks cash advance locations.



Editors

Jerry Warren

&

Stacy Miska

Jwarren@TransFirst.net or
Smiska@TransFirst.net

TransFirst Web Address
www.TransFirst.net

Account Manager
Phone 800-745-2659
Fax 303-417-8698

Help Desk
Phone 800-654-9256
Fax 303-417-1021

If you have any suggestions for future articles please contact us at the above e-mail address

Discover RAP (Referral Application Program): Merchants that have a SIC code of 6010, 6011, and 6012 can no longer be set up to accept Discover via Discover RAP. These are bank cash advance locations. If your bank would like to accept Discover, it will be necessary to contact Discover Financial Business Services at 1-800-347-0433 to establish an account.

DBA Address Changes: When turning in a DBA address change, it is necessary to complete the site survey (premise inspection) section on the Merchant Change Form. If this is not completed, a \$30.00 site inspection fee will be assessed for merchants that TransFirst holds liability on.

ACH changes: Banks that do not hold liability on their accounts must have a merchant signature for ACH changes. If the bank does hold liability, the request needs to be signed by the bank.

Seasonal merchants: If you have a merchant that only processes one time a year for an annual event, it is a good idea to have their terminal checked out two weeks in advance of the event to ensure it is working properly.

Authorize.net email: Authorize.net has sent an email to all merchants regarding cardholder authentication programs such as Verified by Visa. We have negotiated with them not to do this type of memo in the future. If we receive calls from your merchants we'll provide them with pricing and marketing materials for Verified by Visa through our partner Cardinal Commerce.

Cash Advance: Banks can set a minimum and maximum of \$25.00 and \$5,000.00 per cardholder per day. However, you can't set different limits for bank vs. non-bank customers.

POS Partner: Vital has informed TransFirst that turnaround time to set up a merchant on POS Partner through them is 4 days.

Customer Satisfaction Survey: This survey is now on our Web Site, www.TransFirst.net. This survey was also mailed to your bank with December's Month End Packet.

Truncation team: They continue to work to bring merchants into compliance with the new federal law. Please contact your Account Manager for more information.

American Express and Discover: AMEX and Discover have notified us that it is necessary to have a separate account for each separate merchant location.

JCB Credit Cards: Merchants accepting JCB cards can only be set up on the Vital network.

PDQ approval: This is an approval classification seen on Action Reports for retail merchants doing strictly swiped transactions. Credit scores for this type of approval do not need to be perfect.

Terminal Talk -TouchTone Capture

Global Access Touch Tone Capture allows merchants to authorize, capture and settle credit card transactions using a touchtone telephone. This service offers low-volume merchants a simple yet affordable alternative to paper-based credit card processing. By dialing an 800-authorization/settlement number, merchants are connected to Global's interaction voice response (IVR) unit. The merchant uses their touchtone keypad to enter the requested credit card sale information. Once approved, the transaction is automatically captured by Global's host draft capture system and held for settlement. Settlement occurs automatically once a day or can be initiated by the merchant any time. Funds are deposited into the merchant's deposit account within 48-72 hours. By using the same 800 number, merchants can access batch settlement totals to review and track daily activity.

(Cont'd)

Terminal Talk -TouchTone Capture (cont'd)

Features of Global Touch Tone Capture include:

- Accessible 24 hours a day, 7 days a week, 365 days a year.
- Supports the following transaction types: Sale, Return, Force, Authorization Only, and Void Sale.
- Captures and settles a merchant's approved transactions automatically.
- Provides merchant timely access to settlement information
- Provides automatic access to voice operators in the event of errors

Contact your Account Manager for more information.

Cardholder Information Security Program

Security of cardholder information continues to be a very hot topic for both Visa and MasterCard, and with good reason. MasterCard's Site Data Protection (SDP) program was launched in February 2002 and Visa's Cardholder Information Security Program (CISP) was launched in April of 2000. Both programs are designed to help protect acquirers, merchants, and Third Party Processors from "hack and attack" situations that lead to compromise of cardholder account data. However, until recently, there weren't really any "teeth" in either of these programs to make anyone sit up and take notice.

Both associations have recently announced that these programs will be more strictly enforced, including fines. In addition, both programs are requiring merchants to enroll in these security programs. While we are still looking into the details, we wanted to pass along what we have learned about these programs:

MasterCard's Site Data Protection Program (SDP)

MasterCard has announced a two-tier program for compliance with SDP.

Tier 1 encompasses the following entities

- Existing merchants with an average monthly MasterCard eCommerce gross dollar volume of \$1 million.
- New merchants with anticipated average monthly eCommerce gross dollar volume of \$125,000
- Vendors that store account data on behalf of a Tier 1 merchant



The deadline for implementation of the SDP program for Tier 1 entities is June 30, 2004. If you have a merchant that falls into the Tier 1 category, you will be contacted by your Account Manager by the end of January.

Tier 2 encompasses the following entities:

- All merchants with an average monthly MasterCard eCommerce gross dollar volume of \$125,000
- Vendors that store account data on behalf of a Tier 2 merchant

The deadline for implementation of the SDP program for Tier 2 entities is June 30, 2005. If you have a merchant that falls into the Tier 2 category, you will be contacted by your Account Manager later in 2004.

Merchants will be required to take two steps to obtain compliance with SDP:

- Annually, complete the security self-assessment questionnaire found at <https://sdp.mastercardintl.com>. Forward a copy of the completed assessment to TransFirst.
- Quarterly, perform a network security scan. This is accomplished by enrolling with either MasterCard's SDP Service or another compliant third-party security vendor. These scans will remotely review the merchant's website for known vulnerabilities and provide comprehensive reporting of identified flaws with recommendations for resolution. There are different packages of scan services the merchant can choose from and the cost varies according to the package chosen. Information on compliant security vendors and more information on the security scans can be found at <https://sdp.mastercardintl.com>.

Software and Internet product vendors are required to perform quarterly network scans to obtain SDP compliance. If you sell products that have not been released by TransFirst, you will need to contact each software or Internet vendor to determine their level of compliance with SDP. We strongly encourage you to use only those products released by TransFirst.

Visa's Cardholder Information Security Program (CISP)

Visa's CISP program also has two different levels, however, the details are somewhat undefined.

Select Merchants are identified by transaction volume and other considerations such as name recognition, level of risk, and reputation factors. These merchants are required to have an independent security audit similar to the process that TransFirst went through in June 2003. TransFirst has not been notified that we are processing for any Select Merchants at this time.

For all other merchants, Visa is developing an Automated Compliance Verification Program. It is due out in the first quarter of 2004 and merchants are expected to enroll immediately upon its release. TransFirst has several questions about how this program will work that we are currently discussing with Visa. We will keep you posted on the specifics as we confirm them.

You can find more information at <https://sdp.mastercardintl.com> or www.visa.com/cisp or by contacting your TransFirst Account Manager.