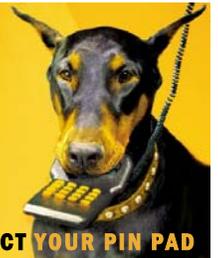


Leaders in Safety and Security



PROTECT YOUR PIN PAD

Interac Association and its members are proud to be recognized as world leaders in terms of safety and security. We work closely with all stakeholders, and top fraud experts, to maintain the ongoing security of the shared services.

While *Interac* shared services are among the most secure in the world, debit card fraud can occur.

Partners in Fighting Fraud

In 2006, \$94.6 million was reimbursed to victims of debit card fraud as a result of skimming. Victims of debit card fraud are protected by the *Canadian Code of Practice for Consumer Debit Card Services*, and are reimbursed by their financial institutions.

While debit card fraud represents a fraction of one per cent of all transactions, the Association takes significant steps to prevent debit card fraud and protect cardholders. Interac Association works together with members and business partners to ensure that the *Interac* shared services remain among the most secure in the world. Following are some of the initiatives that Interac Association is involved with.

Chip Technology

Interac Association is migrating to chip technology for the delivery of *Interac* Direct Payment, Canada's national debit card service and *Interac* Shared Cash Dispensing service for cash withdrawals at Automated Banking Machines.

Microchips will be embedded into debit cards, providing increased protection against debit card fraud. The first *Interac* chip transactions are expected to take place in late 2007.

Monitoring and Detection

The Association's members have sophisticated monitoring and detection systems in place to monitor, detect and prevent debit card fraud. The Association works closely with fraud experts, business partners and law enforcement to monitor unusual activity and take immediate steps to protect cardholders.

Education and Awareness

The Association plays an active role in raising consumer awareness about the importance of debit card protection and works closely with law enforcement and other partners to implement fraud prevention and education programs, such as the Protect your PIN consumer awareness campaign, and Project Protect, a collaborative initiative focused on educating merchants about how they can help prevent payment card fraud.



Leaders in Safety and Security (Continued)



PROTECT YOUR PIN PAD

Protecting Cardholders

Victims of debit card fraud are protected by the *Canadian Code of Practice for Consumer Debit Card Services* and will not suffer any financial losses.

While Interac Association and its members continue to work together to protect Canadians from debit card fraud, cardholders can also help keep their money safe by following these important tips:

1. Use your hand or body to shield your PIN when you are conducting transactions at an ABM or at the point-of-sale.
2. Never let your banking card out of your sight when conducting a transaction at the point-of-sale. Always remember to take your banking card and transaction record with you once your transaction is completed.
3. Regularly check your statements and balances to verify all transactions have been properly documented. If you detect any unusual activity, for example, if there are missing or additional transactions, contact your financial institution immediately.
4. If your banking card is lost, stolen or retained by an ABM, notify your financial institution immediately upon becoming aware of the problem.
5. Your banking card and PIN are the keys to your account(s). Never disclose your PIN to anyone or you could be liable for losses. You are the only person who should know it.
6. Memorize your PIN. If you suspect that someone knows your PIN, change it immediately.
7. When selecting your PIN, never use obvious information. You could be liable for losses if you create your PIN by using your telephone number, date of birth, address or social insurance number.



Protecting Merchants

Canadians choose *Interac* Direct Payment because it is convenient and reliable and also because it is a trusted form of payment. While Interac Association works together with members and business partners to maintain the security of the *Interac* shared services, merchants can also play a role in protecting their customers, by following these important tips:

1. Protect your PIN pads. They're as good as cash to criminals.
2. Check your PIN pads and ABM terminals regularly for anything unusual.
3. Keep PIN pads out-of-sight when not in use.
4. Know where the PIN pad is at all times.
5. Lock-up PIN pads at closing.
6. Include log-in sheets for accountability of PIN pad in cash open & close procedures.
7. Consider adding surveillance cameras.
8. Know your employees - practice diligent hiring procedures and check references.
9. Remind your customers to protect their PIN when entering it at every transaction.
10. Be aware about debit card fraud and talk to your payment service provider about other steps you can take to prevent it from happening at your location.

