

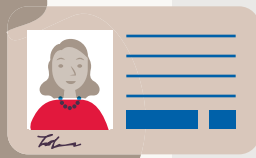
Before customers can be loyal, they need to feel secure

There are steps every small business can take to safeguard customers' payments data and preserve their trust and loyalty along the way.

Consumers feel more secure making card payments when small businesses:

31%

Ask for identification or compare the signature on a card to the receipt.



36%

Use a chip card reader at checkout.



Acceptance of EMV* chip cards, which make it harder for thieves to steal customers' payments data at the point of sale, is rising.



Customers feel most secure using a credit or debit card to pay for merchandise or a service at a small business when:

21%

The merchant's website appears secure.

19%

They know the merchant personally.

15%

The merchant has a newer-looking point-of-sale system at checkout.

55% of small businesses surveyed accept EMV chip-enabled credit and debit cards.

71% of retail and wholesale small businesses accept them.

57% of small business restaurants accept them.

54% of service and repair small businesses accept them.

42% of professional and consumer services small businesses accept them.