



The Evolution of card reading technology

Why is cardholder data in need of so much protection?

The industry is spending small fortunes on PCI compliance and while many advocate that compliance measurement is but a snapshot in time and genuine security should be the goal, few have done a root cause analysis of the problem and laid out options that would truly secure cardholders and their personal data.

What makes cardholders' data attractive?

Unfortunately, criminals have given us the answer: It is plentiful, static, easy to acquire and very useful to commit fraud

How can we make it unattractive?

The answer is we must make it harder to acquire the data and make it more difficult to use. To date, PCI mandates have only focused on the first half of the solution – making data acquisition more difficult. To restore confidence and convenience to the payment system, we must make stolen data very difficult to use.

The evolution

The following terms describe the evolution of card reading technology and how innovations have led to stronger security designed to stop data breaches and the trafficking of stolen cardholder data.

“We must move from static data to dynamic data for authenticating consumers and cards.”

- Gerry Sweeney
Global Head, eCommerce & Authentication
Visa, Inc.

