Bluefin Payment Systems

Secure Payment Technology for Enterprises, Financial Institutions and SMB's Worldwide

Facts on EMV and the October Deadline

Bluefin is very conscious of the October 2015 liability shift for card-present merchants, and is actively engineering new solutions that will address this need well in advance of that deadline. The important thing to keep in mind is:

- Only card-present merchants need to be concerned about EMV. E-Commerce and MOTO merchants will continue to do business as usual.
- There is no requirement to support EMV in the United States at this time. All cards will continue to ship with magnetic stripe, and will continue to be supported.
- The only liability that is addressed by the October 2015 date is for accepting counterfeit cards. If your business is not susceptible to counterfeiting (e.g., where you know your customers personally and thus they would run the risk of being caught and imprisoned), there is no need to support EMV.
- Merchants that choose to not move to EMV can still process transactions using standard magnetic stripe readers. If they do happen to accept a counterfeit card after October 2015, the only penalty is that they will lose the chargeback.
- Only Bluefin's PCI-validated P2PE (point-to-point encryption) protects that actual cardholder data by encrypting it. EMV alone does not encrypt the track data or PAN, and therefore can still be compromised and used to manufacture mag stripe cards or used for fraudulent transactions online. If you have to choose between EMV and P2PE, we recommend P2PE as the solution that provides tangible results against breach.

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