

## *New Payment Options - Remove the Data, Remove the Risk*

Today's "Gen Y" credit union members demand the convenience of paying bills online with a credit or debit card. Virtually all credit unions issue credit and debit cards, but surprisingly few allow their members to actually use a card to make their car payment online. This service is currently offered by major auto manufacturers like Ford, Nissan and others. Even baby boomers are now using cards to make online bill payments in order to earn frequent flyer miles and avoid penalties for insufficient funds or late fees.

The largest hurdle that prevents credit unions from accepting online card payments can be cardholder data security. The Payment Card Industry Data Security Standard (PCI DSS) is an information security standard that must be met by any credit union that stores, processes, or transmits cardholder data. Managed by the Payment Card Industry Security Standards Council (PCI SSC), the standard was created to objectively protect cardholder data in order to ultimately reduce card fraud. Credit unions that choose to accept payment cards are required to validate compliance with the PCI DSS on an annual basis. Methods of validation vary depending on the volume of transactions processed. Failure to meet the standard can result in significant fines, fees and penalties.

While this PCI DSS validation may sound like a straightforward examination, especially for credit unions that are accustomed to ongoing state and federal scrutiny by examiners, it presents a tremendous annual burden. The PCI DSS assessment is extremely in-depth and covers items such as firewalls, security protocols, network configurations, and a whole gamut of strict criteria. Many organizations hesitate to take on this liability, particularly with the attendant fines, penalties and reputational damage in the event of a breach. MSPmentor.net estimates that, with hardware upgrades and network infrastructure requirements, the cost of implementing and maintaining PCI DSS compliance over a 2 year period can exceed \$1.1 million for the majority of merchants. With ProPay, however, credit unions simply don't need to worry about PCI compliance audits.

ProPay is a validated PCI DSS compliant, Level 1 Service provider and has been processing online card payments for well over a decade. ProPay was one of the first companies to recognize the need to secure sensitive payment data from end-to-end using encryption and tokenization. In early 2009, ProtectPay® was launched as one of the first commercially available end-to-end payment security offerings.

ProPay's solution is designed to allow credit unions to securely accept credit card, debit card and eCheck payments by phone, internet and even text message. Cardholder data is not accessible by internal credit union systems which means a one-page annual questionnaire is the only requirement to meet PCI-DSS guidelines.

With ProPay, credit unions do not have to worry about the cost of card acceptance cannibalizing their loan interest rate margins. ProPay's system charges a convenience fee that eliminates all processing costs and even generates fee income for the credit union. Best of all, there are no cash advance fees charged to the cardholder. Members enjoy the convenience of making payments online, avoid late fees, and in many cases, earn rewards points. It's no wonder credit unions of all asset sizes are taking advantage of ProPay's solution.

**Dr. Heather Mark, PhD**  
Senior Vice President



### **Dr. Heather Mark**

specializes in regulatory compliance, privacy, and data security issues in the electronic payment industry. She received a doctorate in Public Administration and Public Policy at Auburn University, where she also taught courses in Political Economy and American Government. Dr. Mark founded an information security company, which was acquired in late 2003. She has served on the Electronic Transaction Association's Government Relations Committee and was the executive director of the Society of Payment Security Professionals. Dr. Mark has consulted with many companies on the issue of PCI DSS compliance and the myriad data security and privacy regulations facing organizations today. In 2007, Dr. Mark was named a "Mover and Shaker" in the Payment Card Industry by Transaction World Magazine. Dr. Mark has trained hundreds of individuals on information security, data privacy and regulatory compliance issues in the payments industry. She is currently Senior Vice President of Market Strategy at ProPay, Inc.

### **Contact Info**

**[www.propay.com](http://www.propay.com)**  
**801 341 5642**