

Credit Card Chip Technology is Headed Your Way

Free Informational Webinars



Throughout 2015 and the years following, the U.S. will be migrating to chip technology: small, square, shiny emblems on credit cards. Though these chips may seem like simple decals, chip technology introduces issues to merchants, financial institutions and consumers. By October 1, 2015 there will be a liability shift toward those who have not made the investment in Chip technology at the point-of-sale. In other words, merchants who do not have Chip-enabled terminals will be held liable for counterfeit fraud. For merchants, migrating to chip technology may require new point-of-sale (POS) technology. Businesses need to know what to expect when cardholders present their chip cards for payment.

The Norcal SBDC is committed to helping small businesses and SBDC business advisors understand the impact that the shift to chip technology will have on entrepreneurs. The SBDC and Visa are offering a free, informational webinar twice over the next two weeks.

The webinars will provide an overview of what chip technology is, how it works, what the impacts are to merchants who accept payment cards at their businesses, and what these businesses need to do to be prepared.

Two FREE webinars to choose from:

Tuesday, July 28 – 3pm – 4pm

Conference number: PA4510210

Audience passcode: 5302094

Register: [Webinar7-28-15](#)

Wednesday, August 5 – 10am – 11am

Conference number: PA4510212.

Audience passcode: 5302094

Register: [Webinar8-5-15](#)

NOTE: You will receive an email with instructions on how to download your Net Recording.