

Hopefully, you are all aware that the banks are slowly phasing in "chip" encrypted credit cards. The news today said the banks are way behind, and it will be a while before all cards are "chipped". The "chip" has been in use in Europe for years and it is a much safer way to guard against having fraudulent card usage.

More important for you! Make sure your credit card processor has upgraded your equipment to a chip reader. **Why?** As of yesterday, only 27% of retailers have been upgraded. AND, the banks will no longer be responsible for bad charges on *your outdated* equipment. You will get hung with it. I'm hoping that bad charges are not a big deal for all of us in Winnetka and Northfield, but it does happen. A "chip" reader machine works a little differently from the regular "swipe" machines. You insert a chip card and wait for an approved prompt...it is a bit slower but much safer for you and your customer.

So, make sure your processor has upgraded your machines.

Happy Retailing!

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