

# News release



24 July 2003

## **Chip and PIN at Scottish Convenience Retailing Show**

### ***Impartial advice for Scottish retailers from the Chip and PIN Stand C10***

Major card fraud-busting measures in the form of chip and PIN are already here and every retailer needs to get ready now, according to the Chip and PIN Programme. This is the key message the Programme will be telling retailers at the Scottish Convenience Retailing Show (16/17 September) at the chip and PIN stand which offers expert personal advice and helpful step-by-step guides for merchants. Chip and PIN is also the focus for a discussion forum for visitors on *'The Implications for Chip and PIN - what retailers need to know'* aimed at helping retailers receive all the information they need to successfully implement chip and PIN.

Backed by the BRC and APACS, the Programme is co-ordinating, planning and managing the chip and PIN roll out across the UK retail and banking industries.

The chip and PIN trial started very successfully in Northampton in May and now involves some 1,000 retailers and 200,000 cardholders. Feedback from the trial has been extremely positive with cardholders and retailers keen to use the new technology. Now it's the turn of retailers across Scotland to start implementing chip and PIN.

"Chip and PIN will continue in Northampton and will be rolled out right across the UK by 2005. After this date, retailers become liable for fraud which takes place in their shops on chip and PIN cards and could have been prevented with chip and PIN technology. So, it's critical that retailers, especially those who own their own point-of-sale terminals, act now to ensure they have time for planning, implementation and testing. This show is

a perfect forum to get started,” explains Steve Sinclair, Communications Director for the UK Chip and PIN Programme.

“Our unique position as an independent, not-for-profit organisation means we are able to give impartial advice and information to retailers who want to know more about chip and PIN, what it means to their business and how to plan their implementation.”

Available at the chip and PIN stand (C10) will be expert advice from senior executives involved in the Programme, as well as a wealth of information and free guides, including:

- chip and PIN Information Guide, which includes information for both retailers and vendors
- a step-by-step information CD and training video produced for retailers to help in staff training initiatives
- a newly available report for retailers on the findings of the Northampton trial: *“Rolling out chip and PIN - a retailer guide to the lessons from the Northampton trial”*.

David Smith, Public Affairs Director at the British Retail Consortium comments: “The chip and PIN stand is a must for Scottish retailers looking to implement chip and PIN over the coming months. The Programme will be on hand to provide independent advice to ensure retailers across Scotland are fully prepared.”

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For further information please contact:

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Notes to editors:

- **Banks, retailers, building societies and card issuers have joined forces to combat the problem of credit and debit card fraud through the UK Chip and PIN Programme.**
- **The Chip and PIN Programme will see magnetic stripes on credit and debit cards replaced with a smart chip, and by 2005 cardholders will verify their purchases by keying in a secret four-digit PIN (Personal Identification Number) rather than signing a receipt.**

- **This simple new system is part of a global initiative to cut fraud. Many other countries in Europe and around the world are planning to implement the chip and PIN system, which is built to an international standard.**
- **The Chip and PIN Programme continues to consult with the Disability Rights Commission to consider the needs of cardholders with disabilities.**

Photographs:

- **A background press pack and photographs showing chip and PIN in action can be downloaded, at no charge, from the news room at [www.chipandpin.co.uk](http://www.chipandpin.co.uk)**