

Chip and PIN

PRESS RELEASE

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Chip and PIN launches new memory campaign

Chip and PIN today (10/ 08/04) unveils its campaign to help people memorise their PINs as the new, more secure technology rolls out across the UK.

The latest chip and PIN consumer research shows that most people feel they should have little problem remembering their PINs. But to help those who do struggle with their four-digit PINs, a guide featuring hints, tips and memory tricks is now available from the chip and PIN website www.chipandpin.co.uk/reflib/remembering_pins.pdf

The research*, conducted with 1,814 people across the country, shows that men think they have better memories than their female counterparts. 5.6 per cent of men think they have 'brilliant' memories as against 4.3 per cent of woman, and surprisingly high numbers of both sexes - 17.1 per cent of men and 14.7 per cent of women - say they never forget anything important. Just 3.2 per cent of respondents think they have 'appalling' memories, which all bodes well for the introduction of chip and PIN.

With chip and PIN, credit and debit card holders will need to remember their four-digit PIN - the same number they would use to withdraw money at a cash machine - to verify purchases at the point-of-sale. The new technology offers increased security - the chip on the card stores data more securely than the magnetic stripe, and the PIN is much harder to copy than a signature. When a similar system was introduced in France, card fraud fell by 80 per cent.

There is also encouraging news for those people with appalling memories, as psychologist Donna Dawson reveals that everyone can improve their memories by following tried and tested memory tips. Donna Dawson says:

“On the surface, numbers appear to relate only to the *logical* parts of our brains. To make numbers more memorable, they must appeal to the *creative* side of our brains as well. By using methods of association - like visualising numbers as objects relating to their shapes, by linking them to important dates, or by rhyming them with other words - the vast majority of people will be able to remember four-digit PINs simply and quickly.”



Safety in numbers 
www.chipandpin.co.uk

The research also reveals that we find remembering people and important days more difficult than remembering PINs, with 43.8 per cent struggling with names, 36.7 per cent with birthdays and anniversaries and 28.7 per cent with PINs and code numbers.

More than one in three respondents (37 per cent) rely on the memories of friends, family and workmates – asking them to remind them about important things. However, more than a quarter of respondents (26.4 per cent) rely solely on their own memories to avoid slip ups.

Sandra Quinn, spokesperson for chip and PIN says:

“We all have problems with our memory from time to time, but the research shows that very few of us feel we have real difficulties. Remembering our PINs at the checkout will get easier and easier as chip and PIN rolls out. With more outlets upgrading to the new technology we will use our PINs instead of signing at increasing numbers of shops, restaurants, bars and hotels, and the more often we use them, the less likely we are to forget them.”

More than two in five UK cardholders (41 per cent) had been issued with a chip and PIN card by the end of May 2004. Major retailers including Dixons, Wilkinsons, Asda and Tesco are currently making the upgrade in stores across the country.

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*The research was conducted amongst 1,814 UK adults by Tickbox.net between 2-6 July 2004.

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Notes to editors:

- Banks, building societies, retailers 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 smart chips on credit and debit cards, and by 2005 the majority of plastic card transactions will be verified by cardholders entering 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 consumer will continue to be protected from card fraud losses by the commitment in The Banking Code. Nothing changes for the consumer. Just as now, cardholders do need to be responsible in protecting their cards and keep their PIN a secret.
- Other types of card fraud, such as identity fraud and card-not-present fraud, are being tackled by retailers and banks through a number of initiatives. These include verifying the cardholder's address and cross-checking a card security code to combat fraudulent transactions made over the phone and internet; production of training manuals; multi-sector working groups to address practical solutions and research into hand-held PIN readers that could be used in the future for card-not-present payments.
- The Chip and PIN Programme continues to consult with the Disability Rights Commission and other groups to consider the needs of disabled cardholders.
- UK plastic card fraud facts and figures can be downloaded from www.cardwatch.org.uk