

## PRESS RELEASE

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### **Chip and PIN now ‘part of everyday life’ - Three quarters of cardholders have chip and PIN cards and are using them at half a million tills -**

The chip and PIN programme today (8 November 2004) releases the latest figures on the rollout of chip and PIN cards and tills, and findings from its ongoing research with cardholders.

By the end of October, 30.8 million cardholders - or three quarters - had at least one new chip and PIN debit or credit card in their wallets. In total, 65.5 million chip and PIN cards have been issued by UK banks, building societies and other card issuers. At the same time, more than 520,000 tills in the UK have switched over to chip and PIN.

The latest big names to roll out chip and PIN include HMV, Selfridges, Shell and Debenhams. They join, amongst others, Comet, BP, Marks & Spencer, Asda, Dixons, Wilkinsons, Tesco, Homebase, and PC World in having chip and PIN technology up and running in-store.

Sandra Quinn, UK spokesperson for chip and PIN says:

“There are currently 20 chip and PIN transactions every second and we’re expecting this figure to double by the end of December. So before you hit the streets to do your Christmas shopping get ready to use your PIN as the sooner you make the change the safer all our cards will be. If you are asked for a PIN but you don’t know it, contact your card company who’ll re-advise you. And if you can’t remember the PIN they give you, you can change it to four numbers of your choosing at a cash machine.”



Safety in numbers   
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The research findings also show that 87 per cent of people with chip and PIN debit cards, and almost three quarters (73 per cent) with chip and PIN credit cards, knew their PIN, and the majority were very confident they could use it at a till or checkout (78 per cent debit card, 53 per cent credit card).

In addition, more people are now aware that they can change their PIN to something more memorable, with two thirds (66 per cent) of debit cardholders and 61 per cent of credit cardholders knowing that they could do this at a cash machine, or by contacting their card issuer for more information. Latest figures show that over 20% of chip and PIN cardholders have taken advantage of this service.

Full details of rollout figures, including December 2004 targets, can be found on the latest 'chip and PIN barometer' which can be downloaded at

[www.chipandpin.co.uk/reflib/october\\_2004\\_barometer.pdf](http://www.chipandpin.co.uk/reflib/october_2004_barometer.pdf)

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**Notes to editors:**

- Banks, building societies, retailers, card schemes 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



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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](http://www.cardwatch.org.uk)

