

## PRESS RELEASE

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# Chip and PIN Programme hits end of year rollout targets

- **36 million cardholders now have chip and PIN cards**
- **636,000 tills accepting chip and PIN across the UK**

The Chip and PIN Programme announced today (19 January) that it reached all its 2004 rollout targets for upgrading cardholders and businesses to chip and PIN.

Since rollout began in October 2003 over 76.8 million chip and PIN cards have been issued to more than 36 million cardholders. More than three quarters of cardholders in the UK now have one or more chip and PIN cards in their wallets.

And people with the new more secure cards will now be able to enter their PINs at 636,000 upgraded tills, with UK companies processing on average 45 chip and PIN transactions every second.

The figures reach the targets set by the Programme at the beginning of the rollout in October 2003 and illustrate the success of this joint anti-fraud initiative by retailers and banks. The rollout continues during 2005 where the remaining credit and debit cards will be issued and businesses will continue to upgrade their equipment.

The update comes as the Programme issues its latest cardholder research findings, showing that consumers are continuing to adapt easily to the new way to pay. Shoppers are finding more and more opportunities to use their new cards, with 71 per cent of cardholders expecting their next transaction would be carried out using chip and PIN and 45 per cent of those questioned stating that they were already using chip and PIN for all or most of their card payments.

Sandra Quinn, Chip and PIN Programme, welcomed the findings:

“We are delighted to have reached our 2004 targets for issuance of cards and upgrading of tills. This is a huge programme and has seen an unprecedented level of joint-working by retailers and banks. Chip and PIN will continue to rollout during 2005, with more cards being issued when they reach their expiry dates and businesses upgrading their till



[www.chipandpin.co.uk](http://www.chipandpin.co.uk)

point technology. It is clear that using PINs is now becoming a way of life for everyone across the UK.

“We are also delighted that our rollout figures are supported by our latest consumer research that shows that more and more cardholders are now expecting to use chip and PIN on a daily basis and are welcoming the more secure way to pay with cards.”

Jane Exon, Retail Operations Controller at Debenhams, one of the many high street retailers to have completed its rollout of chip and PIN, announced it was business as usual in its stores.

"The rollout of chip and PIN in Debenhams stores has gone extremely smoothly. Both customers and staff have adapted very easily and 48 per cent of credit or debit card transactions per day are now verified by PIN and this is continuing to rise."

A downloadable version of the chip and PIN end of year barometer is available from the chip and PIN website URL

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For more information contact the chip and PIN press office:

T: 0870 442 7898

E: [chipandpin@fourplc.com](mailto:chipandpin@fourplc.com)

W: [www.chipandpin.co.uk](http://www.chipandpin.co.uk)

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, coupled with this the use of a secret four-digit PIN (personal identification number) to verify the transaction 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](http://www.cardwatch.org.uk)

