

Debit Card Issues: Breaches, Resolving Errors & Other Concerns

WEBINAR – ON DEMAND WEB LINK & FREE CD ROM

Thursday, July 8, 2010

12 - 1:30 pm PT
1 - 2:30 pm MT
2 - 3:30 pm CT
3 - 4:30 pm ET

Your debit card franchise is poised for rapid growth in 2010 and beyond . . . but so are identity theft, data breaches, and card regulation. Are you ready?

Last year, debit and prepaid card transactions grew 13% as consumers migrated in droves from “pay later” to “pay now.” But last year also saw the biggest card breach in history and the first real threat to the integrity of PIN security as criminals successfully reversed HSM encryption at RBS/Worldpay. Revisions to Reg E, ongoing implementation of the CARD Act, and the evolution of PCI rules also present major challenges and opportunities for card-issuing community banks. Learn what your bank should do strategically and tactically to protect its fastest-growing payment franchise and the customers who use it.

Continuing Education: Attendance verification for CE credits provided upon request.



HIGHLIGHTS

- Debit card security update: End-to-End (E2E) Encryption vs. Tokenization vs. EMV
- Regulatory Update: Title IV of the CARD Act and PCI
- Fee income threats: Bank of America, overdraft opt-in for one-time debits, shift to PIN
- Resolving debit errors: hold-triggered overdrafts (signature vs. PIN)
- Deputizing customers in the fight against fraud: one- and two-way mobile text alerts
- The future of debit: online PIN debit, EMV and P2P
- Next steps: top 5 debit moves for 2010

WHO SHOULD ATTEND?

This informative session is designed for bank management; operations/marketing officers; and staff responsible for managing credit/debit card programs and other payments services/initiatives.

MEET THE PRESENTER

Lee Wetherington
Profit Stars



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