



Protect Your Business & Your Reputation

With the recent headlining stories of Target, Neiman Marcus and most recently Michaels' credit card breaches we wanted to make sure members of the National Waste & Recycling Association are properly protecting customer's sensitive credit card data.

Data security has become a primary consideration for every business that accepts credit cards for the payment of goods and services. To promote the security of the payment systems, the major card brands established the Payment Card Industry (PCI) to oversee its Data Security Standards (DSS). Merchants of all sizes must work to try and protect cardholder data from a security breach by complying with rules and regulations set forth by the PCI Council.

As we have all seen in the news recently Target, Neiman Marcus and Michaels had vulnerabilities that were breached. This made front page news since over 100 Million shoppers were affected by this breach, but what you don't hear about are the thousands of small businesses that have card data stolen each year. CPS which offers a Members Savings Program on Credit Card Processing will educate members of the Association to better understand these security mandates and help protect members from a data breach.

As a result of the recent security breaches concerned customers are researching to see if their credit card information were stolen. At the same time concerned businesses around the world should be looking into protecting their businesses from this disaster. If there are lessons to be learned from Target, Neiman Marcus and Michaels it's that all businesses that accept credit card payments need to take PCI Compliance seriously and do their best to comply with all the PCI rules and regulations. From a PR standpoint according to Forbes here are a few takeaways if a breach does occur:

1. *Communicate the problem, immediately*
2. *Be ready to respond to your customers*
3. *Invest in prevention*
4. *Rebuild trust*

CPS understands the PCI requirements and can help you safeguard your data to minimize the risks of a compromise of cardholder data. Over the past 6 years CPS has been saving participating members significant amounts off their credit card processing fees but more importantly educating those members on how to become PCI Compliant.

If you would like CPS to review your merchant services program and help make sure you are following the latest PCI rules and regulations contact them today by calling Andrew Caine at 888-409-2919, ext. 206 or via email at andrew@cspayments.com.