



For Immediate Release

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ETA backs Visa Payment Application Security Mandates

Washington, DC – The Electronic Transactions Association (ETA) has announced support for Visa Inc.'s plans to require that processing terminal software meet its Processing Application Best Practices requirements, beginning January 1.

The mandates announced by VISA are designed to eliminate the use of non-secure payment applications from the Visa payment system. They require acquirers “to ensure their merchants and agents do not use payment applications known to retain prohibited data elements and require the use of payment applications that adhere to Visa’s Payment Application Best Practices.”

In a letter to Visa compliance officials dated November 6, 2007, ETA Executive Director Carla Balakgie acknowledged that while meeting the five milestones laid out by the Visa mandates may be difficult for some acquirers, “this challenge is superseded by the critical need to do everything in our power to adequately secure cardholder data.”

Balakgie pointed out that by requiring new Level 3 and Level 4 merchants to comply with the Payment Card Industry Data Security Standards (PCIDSS), or use PABP-compliant applications by 10/1/2008, VISA is sending “a strong message to retailers that adoption of these practices cannot be avoided by switching to another acquirer who may offer less stringent security requirements.”

She added that ETA applauds the efforts of Visa to hold payment application providers responsible by making public a list of compliant applications and making available information on those known to be vulnerable and urged Visa (and the other card networks) to consider additional measures and incentives to support compliant applications. ETA’s letter also supported inclusion of Visa’s PABP in the PCIDSS standard, a move the PCI Data Security Council announced on November 7.

A copy of the ETA Letter to Visa and the VISA mandate announcement can be found at www.electran.org.

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The Electronic Transactions Association is an international trade association representing more than 500 companies who offer electronic transaction processing products and services. Visit us on the web at www.electran.org.