The following quick reference guide will help prepare Program Administrators for the migration of your U.S. Bank commercial card program to EMV chip cards. It includes answers to frequently asked questions to help ensure you have the best experience possible when using your new EMV chip card.

Frequently Asked Questions

What is EMV chip card technology?

1. What is EMV?

   Named after its original developers (Europay, MasterCard® and Visa®), EMV chip cards feature embedded microprocessor chips that store and protect cardholder data.

2. What are the benefits of a chip card?

   While chip cards can help reduce various types of fraud, they do not eliminate it entirely. The primary benefit of a chip card is the prevention of counterfeit fraud in card present transactions. The chip embedded in the card is nearly impossible to duplicate. The chip also increases security through the use of stronger authentication methods at the point-of-sale (POS). The combination of stronger authentication methods and unique transaction elements makes chip card account data less attractive to steal and counterfeit fraud exceedingly difficult.

   For cardholders, the chip card provides:

   • Enhanced security for card present transactions
   • The broadest card acceptance/interoperability around the world
   • The potential for added functionality, convenience and personalization

3. Are there multiple types of chips?

   Yes. There are two primary types of chips: contact and contactless. A contact chip is a visible chip on the card that must make contact with a POS terminal. A contactless chip is typically not visible and only needs to be in close proximity to a POS device. Regardless of the chip type, it contains functionality that determines how a cardholder should authenticate themselves at the POS, such as signing the receipt or entering a PIN.

   U.S. Bank supports a contact chip for its commercial cards where the primary method of authentication is a signature. The chip also supports PIN authentication when needed based on the merchant terminal configuration. Contactless chips are more prevalent for consumer retail transactions or mobile payment environments, and will not be embedded within U.S. Bank commercial cards.
4. Does a chip card still have a magnetic stripe on it?

Yes. Your chip card also has a magnetic stripe on it for use when a POS terminal or ATM does not support a chip-enabled card.

5. Is there a law that mandates chip cards?

No. There is no law or mandate that requires a chip in consumer or commercial cards. Rather, in October 2015 the card organizations (Visa, MasterCard, American Express® and Discover®) will shift the financial liability of counterfeit card-present fraud to the party (issuer or merchant) not supporting chip cards.

6. How does the chip in a card work?

The embedded chip stores information required to authenticate, authorize and process transactions. This is the same type of information that is stored today on the magnetic stripe.

Chip cards and chip terminals work together to ensure a highly secure transaction by validating the card and cardholder and the account information, e.g., cash access, transaction limits, etc.

What is U.S. Bank doing?

7. What is U.S. Bank’s plan to support chip cards?

U.S. Bank has been issuing chip cards in Canada since 2009, in Europe since 2011, and to U.S.-based cardholders who travel internationally since 2012.

Starting in October 2014, U.S. Bank will begin migrating its U.S.-based commercial card portfolio to chip cards. The corporate travel card portfolio is expected to be 100% chip card by October 2015, and the one card and purchasing card portfolios will be 100% chip card by the end of 2017.

See “When is this happening?” for more information.

8. Why is U.S. Bank issuing its cards with a chip?

U.S. Bank is issuing chip cards to provide clients the latest in secure payment technology and to support the shift in financial liability that will take place in October 2015, when the card organizations shift the responsibility for any fraud resulting from a payment transaction to the party (issuer or merchant) using the least secure technology.

9. What is U.S. Bank doing to support Program Administrators during the migration?

U.S. Bank will provide informational resources such as these FAQs and communication templates to help educate your cardholders. Your U.S. Bank Representative will work with you and keep you informed throughout the process by providing additional tools and resources.
Frequently Asked Questions (Continued)

When is this happening?

10. When will our cardholders begin seeing the new chip cards?

Beginning in October 2014, clients using a U.S. Bank standard card design (see image) with a corporate travel, purchasing and/or one card program will be among the first customers whose cardholders will receive a chip card. Specifically, we will begin re-issuing chip cards to cardholders whose cards expire in November 2014. Once your card program begins migration to chip, all new and replacement cards will be issued as EMV.

Starting in 2015, we will accelerate the re-issuance process to ensure all corporate travel cards are chip enabled by October 2015. We will provide more details on our accelerated re-issuance initiative later this year.

For clients with non-standard card designs or additional card programs (such as managed spend card, event planner card, etc.), we will provide further information as we begin re-issuance of non-standard plastics.

U.S. Bank standard card designs with EMV

Note: The U.S. Bank Executive and Executive Platinum Cards already feature EMV chip technology.

What is the impact to my program?

11. Our company logo is on our card, will the chip cover it?

Your U.S. Bank Representative will contact you directly if we need to change the size of your logo to accommodate the chip. If you do not hear from us, the chip will not impact the size of your logo.

Please be aware that in some cases your logo may be positioned differently, for example, it might move to a different side of the card to avoid interference with the chip.

12. Will our organization need to pay for the new chip cards?

U.S. Bank is covering all costs associated with the migration to chip cards. However, like today if you are interested in customizing your card, please work with your U.S. Bank Representative to determine costs.
Frequently Asked Questions (Continued)

13. What information will my cardholders receive related to the chip card?
Cardholders will receive information on the card carrier, which will include instructions on how to use the new card.

14. Will my card program have both non-chip and chip-based cards?
Until the migration is complete, you may have some cardholders with chip cards and some without.

15. What if my program already has chip cards?
There will be no change for those cardholders.

What is the impact to our cardholders?

16. How should cardholders use their new chip card?
Cardholders should experience only minor differences when using their chip card. Instead of swiping the card at a merchant’s terminal, the cardholder inserts (“dips”) their card into the slot underneath the keypad until it “clicks,” leaving it until they see prompts to remove it.

At merchants without chip-enabled terminals, the cardholder swipes the card as normal.

Over time, more and more merchants will have chip-enabled terminals, so this experience will become more commonplace. In fact, several well-known national retailers already have chip-enabled terminals.

17. How should cardholders activate their card?
Cardholders will need to call the number on their card and follow the prompts to activate it. Their existing card will work until the new card is activated or it reaches its expiration date, whichever comes first.

18. When will cardholders be prompted to enter a PIN?
In the U.S., a cardholder will most likely not be prompted to enter a PIN at a merchant POS terminal. For U.S. Bank commercial cards, the primary method of authentication at the POS is signature. However, outside the U.S. a cardholder may experience a situation when a PIN is required, such as at unattended gas dispensers, parking garages, and train and bus stations.

Note: A cardholder will always be required to enter a PIN when using an ATM.
Frequently Asked Questions (Continued)

19. How does a cardholder get a PIN?

Cardholders will receive a PIN in the mail for their new chip card. The PIN is sent separately from their new chip card. As a reminder, cardholders may be prompted to enter their PIN when travelling internationally.

20. What happens if a cardholder forgets their PIN?

If a cardholder forgets their PIN, they should contact Customer Service and request their PIN be mailed to them. Customer Service does not have the ability to provide a PIN over the phone. Cardholders should expect to receive their PIN, via USPS, 7-10 business days after it is requested.

More questions?

21. Who can I contact if I have questions about my U.S. Bank EMV chip card?

For questions or concerns about your new U.S. Bank EMV chip card, please contact your U.S. Bank Relationship Manager or Account Coordinator, or call U.S. Bank Service Point at 877.846.9301 (option 3).