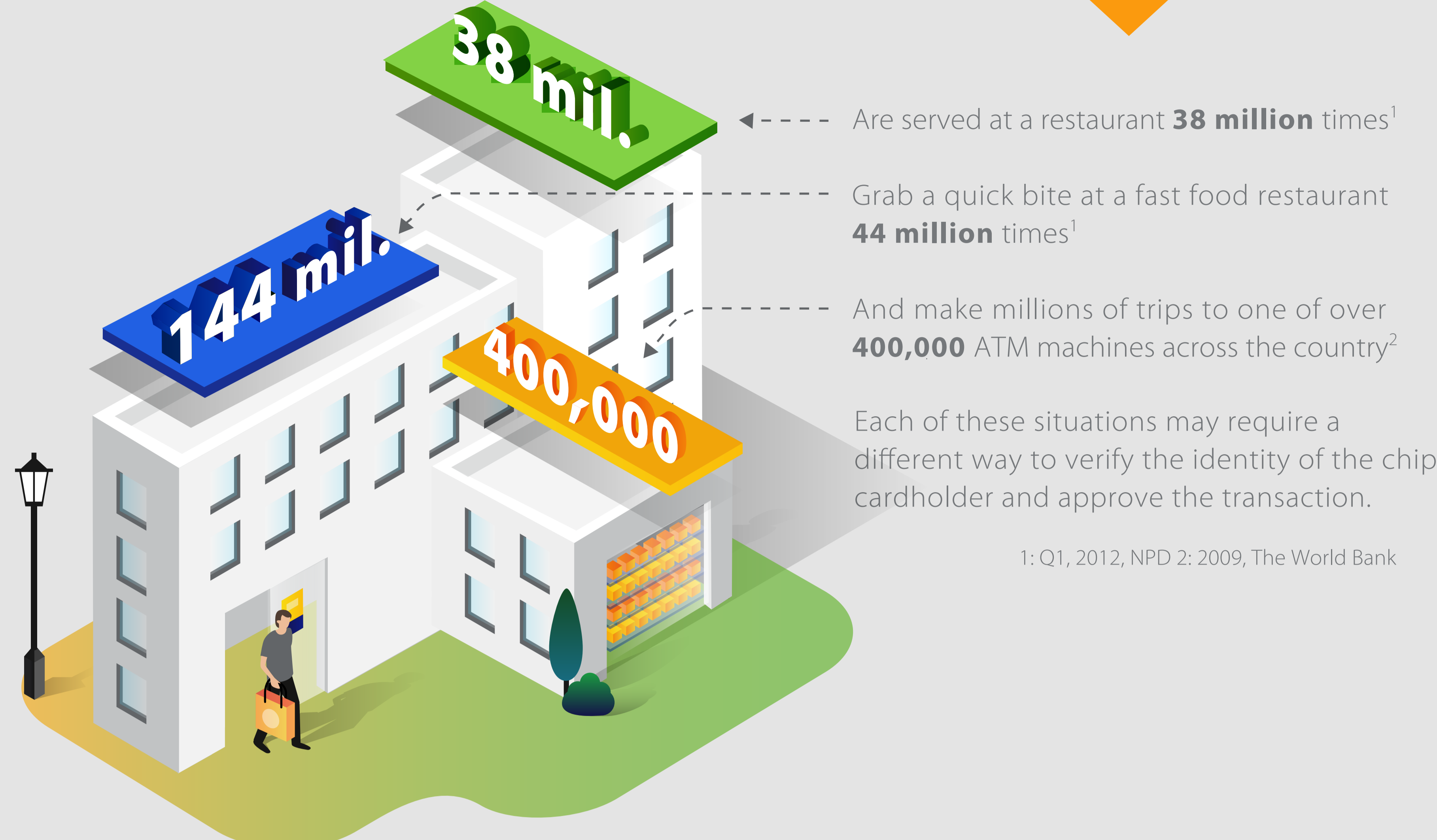


# CHIP & CHOICE Keeping Security Flexible

Chip-enabled cards offer consumers, issuers and merchants a flexible approach to security that fits the way consumer and merchants make and receive payments.

## EVERY DAY, AMERICANS



## VISA OFFERS MORE CHOICES TO MATCH THE HABITS OF CONSUMERS AND NEEDS OF MERCHANTS



Payment with a signature is a well-established method of identity verification that consumers are accustomed to and is the only globally interoperable standard. For example, at restaurants, so customers don't have to follow waiters back to the POS terminal to enter a PIN number.



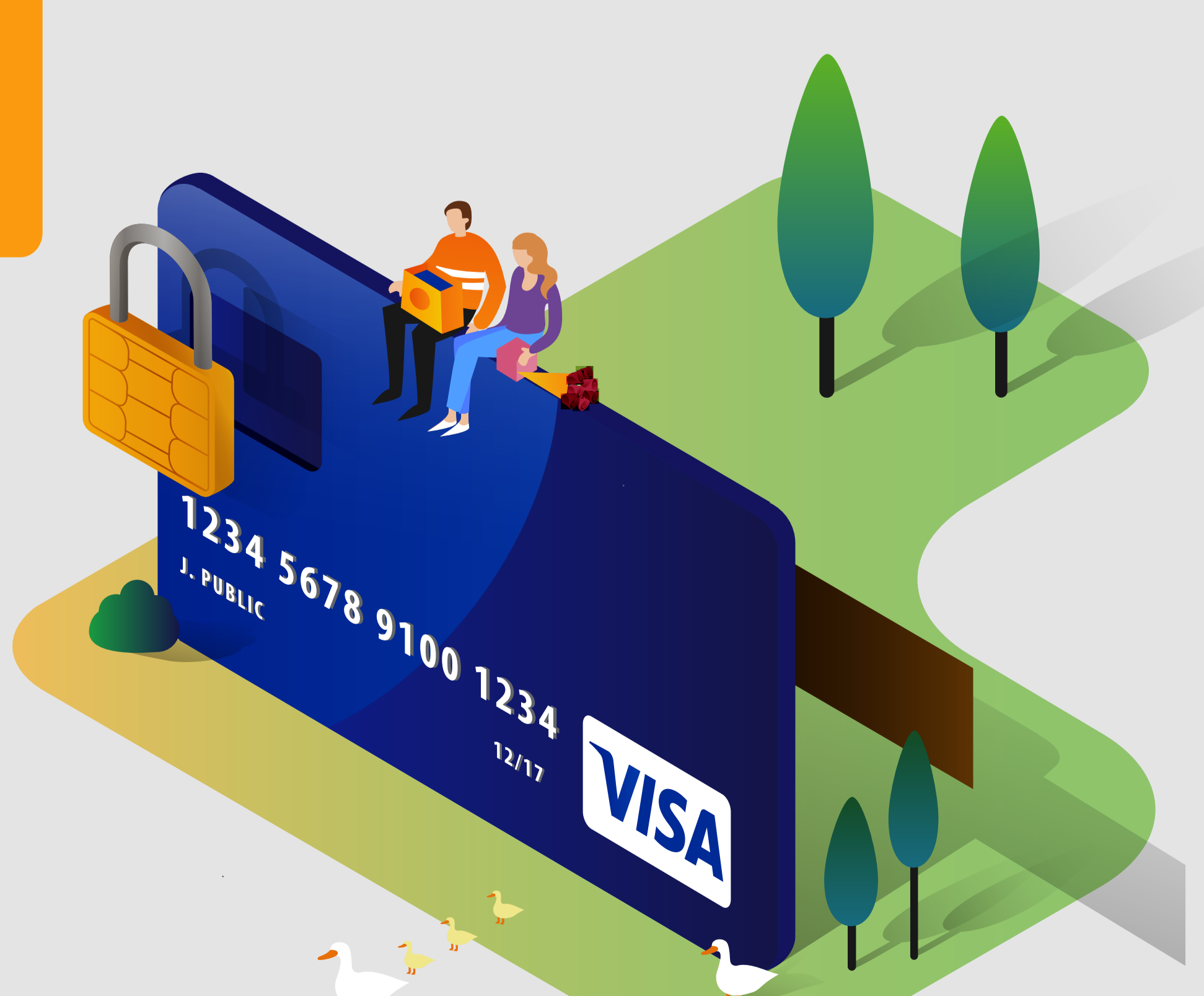
This method is becoming an increasingly common practice with traditional cards and will continue to be commonly used as mobile payments are enabled at POS terminals.



Use of the PIN protects against lost or stolen card fraud. This method is familiar to cardholders who use ATMs.

## NO MATTER HOW CUSTOMERS PAY, VISA HAS THEM COVERED WITH ZERO LIABILITY

Visa chip cards provide an extra layer of security and convenience or familiarity. With chip and choice, merchants and issuers can keep options open when it comes to payment verification to ensure convenience while adding an extra layer of security. No matter how your customers choose to pay in their daily lives, they're still protected from fraudulent purchases with Visa's Zero Liability policy.<sup>3</sup>



<sup>3</sup> Visa's Zero Liability Policy covers U.S. - issued cards only and does not apply to certain commercial card transactions or any transactions not processed by Visa. You may notify your financial institution immediately of any unauthorized use. For specific restrictions, limitations and other details, please consult your issuer.