



Data protection helps keep your payments secure

Protect your business and your customers from
the consequences of a data breach

Data breaches are on the rise. Your customers know this and are trusting you to keep their personal information safe. Are you doing everything you can to make this happen?

Use the First Data TransArmor solution to:

- Reduce risk associated with the loss of cardholder data
- Prevent the loss of brand equity and trust
- Decrease PCI compliance scope

~14.6+ billion data records
stolen since 2013²

46% of companies in U.S.
failed PCI DSS in 2016¹

20% failed on protecting
data in transit²

35% failed on protecting
stored cardholder data³

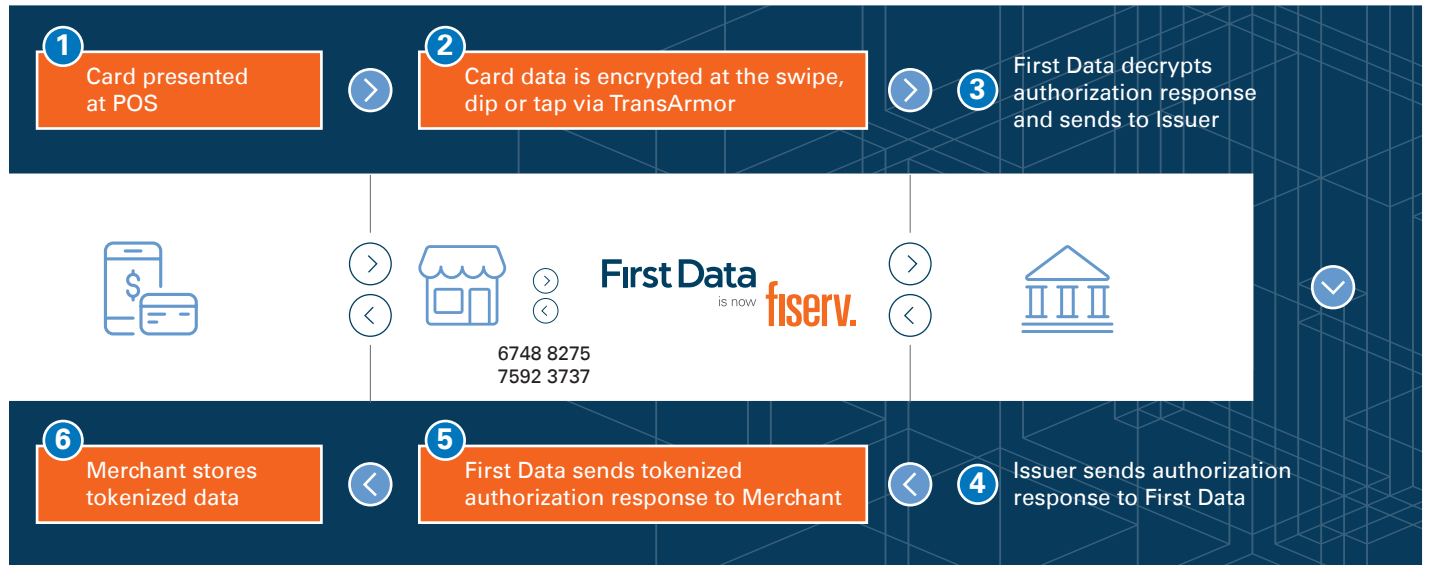
Sources:

¹ 2017 Guide to PCI DSS Compliance – Introduction | 13

² Breach Level Index: 2018: Data Privacy and New Regulations Take Center Stage Report

³ 2016 Protecting Stored Cardholder Data, NCC Group.

The TransArmor Advantage: How It Works



By removing cardholder data from in-store and corporate systems, TransArmor helps reduce your PCI compliance scope and effort.

TransArmor requires little to no new hardware and offers multiple encryption formats for easier integration into your systems, and business processes.

TransArmor Data Protection offers multiple layers of security to help safeguard cardholder data at every stage of the payment process. Together with EMV[®], part of your payment acceptance solution, it provides a multi-layered, end-to-end approach:



ENCRYPTION

Protecting cardholder data in transit from the swipe of the card until it reaches First Data secure data center.



TOKENIZATION

Tokenization is the process of substituting a sensitive data element with a non-sensitive equivalent – referred to as a token – that has no external meaning or value.



EMV

Chip-based technology, reduces the risk of accepting counterfeit cards in face-to-face transactions. PIN-enabled cards reduce the risk of counterfeiting, and misuse of lost or stolen cards.

FirstData.com

Contact your First Data Relationship Manager today for more information.