

# Counterfeit Fraud Mitigation Best Practices for Service Station Transactions

## Fuel Merchants Who Are Not EMV Chip Enabled



Fuel merchants who have not implemented EMV chip acceptance technology will face an increasing threat of counterfeit fraud and resulting associated chargeback liability on service station transactions after October 1, 2015. Here are two best practices that can be implemented to help reduce counterfeit fraud for service station transactions.

### BEST PRACTICE

## Read and Compare Verification

Implement Read and Compare verification when:

- Processing transactions over a specific dollar amount
- Purchases involve items known to be associated with high fraud (e.g., prepaid cards, tobacco products, alcohol, fuel)
- The transaction is suspicious

Read and Compare verification can be performed either manually or through your POS device.

### Manual Read and Compare

After swiping the card:

This is most effective when sales associates confirm the last four card digits on their own rather than asking the customer to read the numbers aloud.



**1** Read the last four (4) digits of the account number on the **physical card**

**2** Compare them to the last four digits appearing on the **receipt**.

## Automated Read and Compare Through Your POS Device

(If the necessary software modifications have been made)

- When prompted, input the last 4 digits of the account number
- The device will perform the **Read and Compare** verification

| If the numbers | Then  |
|----------------|---|
| Match          | Complete the transaction  |
| Do not match   | <ul style="list-style-type: none"> <li>• Cancel the transaction, <b>and</b></li> <li>• Ask for another form of payment</li> </ul> |



### BEST PRACTICE

## Check ID on Service Station Transactions Over \$100

You may request a Visa cardholder for government-issued identification on purchases deemed appropriate.

If the cardholder name on the Visa card provided does not match the name on the cardholder's government-issued identification, you may decline the sale and ask for another form of payment.

**Effective October 1, 2015 on service station transactions (Merchant Category Code 5541):**

**Transactions  
≥ \$100**

If the cardholder **refuses** to provide a government-issued identification when asked:

**You may decline the sale and ask for another form of payment.\***

\*Until the merchant is enabled for EMV acceptance or no later than October 1, 2017.

**Transactions  
< \$100**

If the cardholder **refuses** to provide a government-issued identification when asked:

**You must proceed with the sale.**

### For More Information

For more information, contact your acquiring bank, processor or Visa representative.

### BEST PRACTICE

## Address Verification with ZIP or Postal Code

The Address Verification Service (AVS) allows merchants to verify a Visa cardholder's billing ZIP or postal code with the card issuer. An AVS request includes the ZIP or postal code and can be transmitted in one of two ways:

1. As part of an authorization request, or
2. By itself.

AVS checks the address information and provides a result code to the merchant that indicates whether the ZIP or Postal code given by the cardholder matches the address on file with the card issuer. AVS can only be used to confirm addresses in the U.S., and Canada.