

From the

Heartland Newsroom

Insights, articles and news

This is the sixth and final article in a series designed to educate restaurateurs about the importance of being informed and vigilant regarding card data security and compliance.

End-to-End Security, Not Just PCI Compliance, Will Keep Your Restaurant Safe

By Bob Carr, Chief Executive Officer, Heartland Payment Systems®

As criminals become more inventive in their methods of thievery, the risks and vulnerabilities for data theft increase — and so must the security at your restaurant.

While PCI compliance is important, it is not enough. Breaches do happen, regardless if a business is compliant, and if you are breached this method offers no practical defense. Plus, at the average cost of \$4,500, PCI compliance is costly.

Instead, the best ammunition you can arm your restaurant with is an approach that's one part operator vigilance, one part network security. End-to-end encryption solutions, such as E3, can provide you with the essential tools needed to protect data during the complete payment lifecycle — and reduce PCI DSS validation scope.

And because E3 is guaranteed, you'll be reimbursed for fines or fees assessed if sensitive data protected by Heartland's E3 is ever breached. That's the type of assurance you need.

As you have learned in this article series, the hospitality industry has been one of the hardest hit by data breaches. Regardless of a restaurant's size, a breach can be devastating to a restaurant — leaving the operator or franchisor financially liable and forced to rebuild a damaged reputation. High-profile data breaches in the media serve as a reminder that the cost of prevention is likely far less than the potentially devastating risks of a data breach.

If you haven't made payment card data protection a priority, now is the time. Let's continue to jointly fight cybercrime within the restaurant industry and make restaurants a safe and comfortable place for diners to patronize.



Go to E3secure.com for more information on securing your restaurant with end-to-end encryption technology.



Heartland Payment Systems, Inc. (NYSE: HPY), the fifth largest payments processor in the United States, delivers credit/debit/prepaid card processing, gift marketing and loyalty programs, payroll, check management and related business solutions to more than 250,000 business locations nationwide. A FORTUNE 1000 company, Heartland is the founding supporter of The Merchant Bill of Rights, a public advocacy initiative that educates merchants about fair credit and debit card processing practices. The company is also a leader in the development of end-to-end encryption technology designed to protect cardholder data, rendering it useless to cybercriminals. For more information, please visit HeartlandPaymentSystems.com, MerchantBillOfRights.org, CostOfABurger.com and E3Secure.com.

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