

From the

Heartland Newsroom

Insights, articles and news

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

Upgrading Your Data Security System with E3

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

It's understandable that with all the responsibilities you have as a restaurant operator, you may overlook data security — especially due to its complexity. That's the reason Heartland developed our E3 end-to-end encryption technology so it can be implemented easily — and without extra costs to your restaurant.

With E3 you get increased data security barring any changes to your daily routine or business processes. Once the hardware is installed, you continue normal business operations. In fact, you'll save time because E3 automates the process of continually changing the encryption keys that convert sensitive account information to and from encrypted data. And, there's no added fee for this. E3 even provides fast transaction speed.

As was mentioned in the previous article, no large equipment purchase is necessary; you may obtain an E3 terminal or PC-based magnetic stripe reader (MSR)/wedge at competitive prices. The E3 wedge was developed specifically by Heartland to address the rising number of data breaches in the restaurant industry. It's the first of its kind to encrypt sensitive cardholder data in a tamper-resistant security module (TRSM) — similar to that of a debit PIN-encrypting device. The wedge plugs into a USB port to communicate with point-of-sale (POS) systems and can be attached to the side of a monitor or your countertop. Its components can also be embedded into an integrated PC-based POS system.

Actionable item:

Protecting customer card data at your restaurant requires an ongoing effort. Make a long-term commitment to card data security and develop a thorough, proactive compliance strategy to protect your restaurant's future.



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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