

From the

Heartland Newsroom

Insights, articles and news

This is the second in a series of articles designed to help teach restaurateurs about the importance of being informed and vigilant regarding card data security and compliance at your restaurant.

Why Does a Criminal Bother Breaching a Small Restaurant?

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

Let's suppose 50 credit card numbers are stolen from your pizzeria. The experienced fraudster responsible will use tools and an encoder he bought on the internet for around \$200, to encode fake plastic cards with your stolen account numbers. Then, he'll go over to Walmart or the local convenience store and work out a "deal" with the cash-strapped night-shift cashier to sell him 25 gift cards. He'll get the gift cards loaded with the maximum dollar amount permitted; if that's \$1,000, he'll easily make \$50,000 in profits from hitting your one pizzeria.

So you see, breaching the little restaurant down the lane suddenly becomes a highly profitable enterprise.

But why is it so hard for the restaurant industry to fight these crimes? Because it's pretty complicated to become PCI compliant and it takes time most restaurateurs don't think they have. Breaches happen because restaurants don't have the motivation to do what's needed to be PCI compliant. And, with often more than 200 individual requirements necessary to become compliant — at a cost of \$4,500 a restaurant on average — quite honestly, it's understandable.

But better security is necessary, especially with credit card fraud becoming the order of the day. In future installments of this series, I'll explain the types of security available — and the types of companies you can obtain that protection from.

Actionable item:

Become familiar with what you need to do to make your business PCI compliant. Here are websites that provide this information:

<https://www.pcisecuritystandards.org/merchants/index.php>

http://www.heartlandpaymentsystems.com/uploadedfiles/Resources/PCI_Compliance/HSCPCIComplianceAndYourBusiness_121610.pdf



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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