

Serious e-commerce

calls for more than
just a security blanket

What you should know about Payment Card Industry Data Security Standards

Convenience
online
leaves us
vulnerable

At 8:45 AM, a Los Angeles executive refills her morning coffee when the company's Chief Financial Officer walks into the break room.

"I just got out of a

board meeting, and the board wants you to be our company's presence at the London Business Summit next week."

At 8:50 AM, she is back at her office computer googling the summit registration site.

At 8:53 AM after a few quick clicks and some swift keyboarding, she pulls out her credit card to charge the international flight, hotel room and the summit breakout sessions for which she just registered.

At 8:55 AM, she is already on the phone tackling other business, any concern already gone from her mind about the credit card transaction that just transpired in a few short minutes or how securely her personal information just zapped across the internet.

The convenience of e-commerce has evolved the way we all do business. With only a credit card and an internet connection, today's financial transactions can take place between individuals and businesses at the speed of a mouse click. Any size

organization from a one-man freelancer to a global Fortune 500 corporation can easily sell products or services to anyone located anywhere in the world. On top of that, they can instantly track that revenue hitting their bottom lines.

There is, of course, a downside to this convenience. E-commerce has exposed organizations to a new set of vulnerabilities. Organizations processing any volume of highly sensitive personal credit card information put themselves at risk as potentially responsible for data theft by hackers. As the world begins to tighten e-commerce regulations, organizations also face serious financial penalties, restrictions or expulsion from card acceptance programs for non-compliance with newly implemented global standards.

The PCI Security Standards Council and the PCI Data Security Standard

Most organizations have implemented ad hoc security policies, but in recent years there has been a push for universal standards to keep businesses on the forefront of e-commerce security. This is being led by major influential bodies including the Payment Card Industry (PCI) Security Standards Council and the US Federal Government.

In 2006 credit card brands Visa, MasterCard, Discover, American Express and JCB converged to form the PCI Security Standards Council. The council is an open global forum for the development and enhancement of payment account data security.

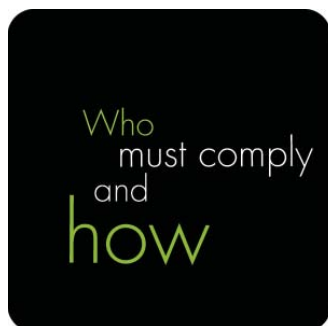
If you accept
credit cards
you need to
know this

PCI Data Security Standard

Category	Requirement
1 Build and Maintain a Secure Network	Install and maintain a firewall configuration to protect cardholder data Do not use vendor-supplied defaults for system passwords and other security parameters
2 Protect Cardholder Data	Protect stored cardholder data Encrypt transmission of cardholder data across open, public networks
3 Maintain a Vulnerability Management Program	Use and regularly update anti-virus software Develop and maintain secure systems and applications
4 Implement Strong Access Control Measures	Restrict access to cardholder data by business need-to-know Assign a unique ID to each person with computer access Restrict physical access to cardholder data
5 Regularly Monitor and Test Networks	Track and monitor all access to network resources and cardholder data Regularly test security systems and processes
6 Maintain an Information Security Policy	Maintain a policy that addresses information security

PCI Data Security Standard (PCI DSS) Version 1.1 is the latest standard which addresses evolving security threats and recommends actions by which merchants and vendors can fortify application and network level security. PCI DSS is the basis by which organizations can be evaluated for their level of PCI Compliance.

The six categories within PCI DSS spell out what security measures must be taken to protect the private information during any credit card transaction.



Why think about being PCI compliant or using PCI compliant vendors?

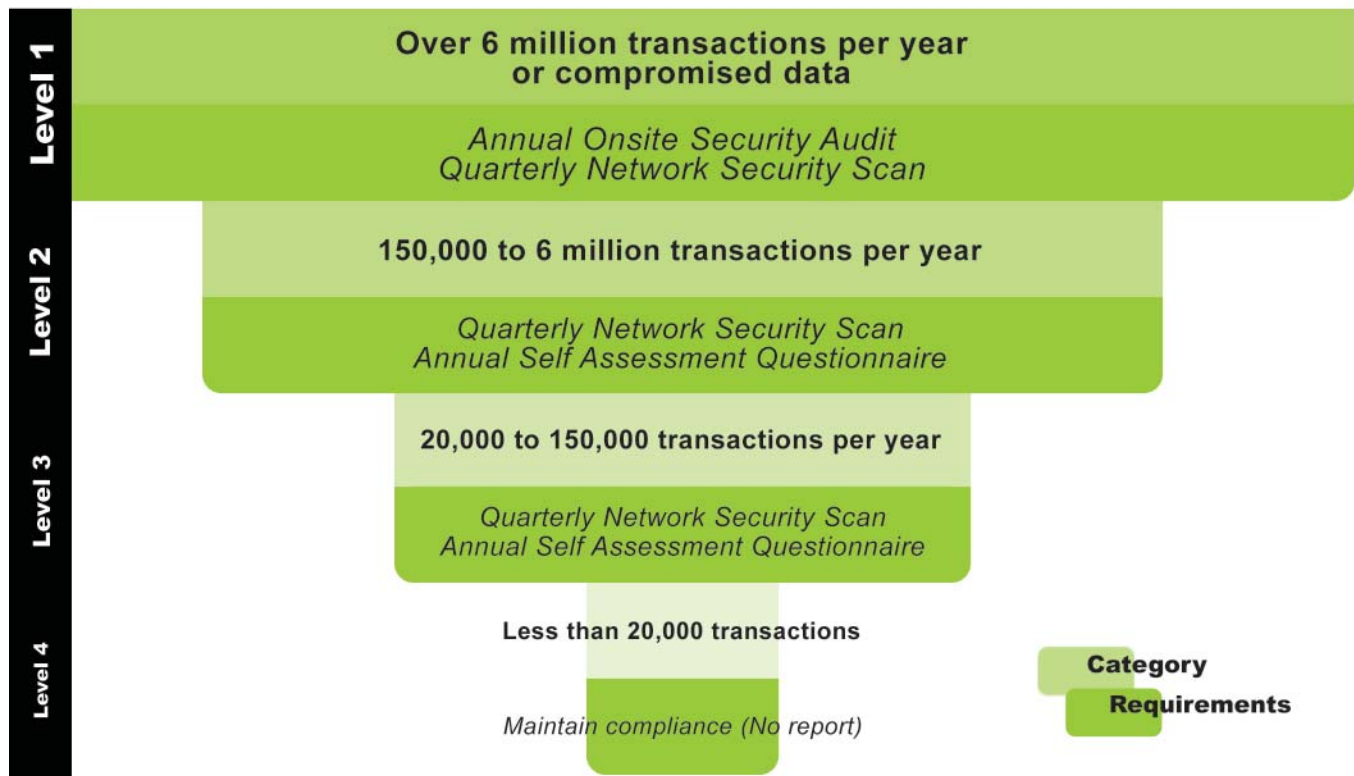
Any company that accepts, processes, or stores credit card information needs to comply with the standards set by the Payment Card Industry Security Standards Council.

How do organizations become PCI compliant? Organizations are divided into four different levels based on the number of transactions they process throughout a year. The requirements for becoming PCI Compliant are dependent upon the merchant levels that a company falls under.

PCI Compliance Level 1 is the highest level of compliance, intended for companies with capacity to handle the most massive credit card transaction volume. Each year, Level 1 companies must undergo an extensive, on-site Annual Security Audit performed by an PCI Approved Quality Security Assessor. Each quarter, Level 1 merchants must have compliance verified through Quarterly Vulnerability Assessment Scans performed by a PCI Approved Scanning Vendor.

PCI Compliance Level 2 and 3 companies typically process a moderate credit card transaction volume. Both Level 2 and 3 merchants are required to undergo the Quarterly Vulnerability Assessment Scans performed by a PCI Approved Scanning Vendor. In addition, each year both levels complete an Annual Self Assessment Questionnaire.

Levels of PCI Compliance



PCI Compliance Level 4 companies handle a low credit card transaction volume. There is currently no requirement for Level 4 companies to report their compliance, but to avoid penalties they must be prepared have their compliance with PCI DSS evaluated at any time.

The PCI compliance evaluation process can take anywhere from one day to two weeks. The amount of time it takes for a company to be considered PCI Compliant is dependent on the threats the PCI scan discovers and the amount of time it takes to complete the self assessment questionnaire.

What about FACTA?

In addition to what credit card brands are doing to solving the problem of data security for the business world, US Congress passed the Fair and Accurate Credit Transactions Act (FACTA), which is an amendment to the Fair Credit Reporting Act (FCRA), in 2003.

FACTA Section 113, in full effect since December 2006, ensures that only the last five digits of a credit card number or the expiration date are printed on the transaction receipt.

With the looming risk of potential hacking or penalties, it is now essential for organizations doing any amount of credit card business to evaluate solutions providers on their ability to meet the latest developments in e-commerce security.



About Certain



Certain Software®, Inc. provides leading online registration technology to the commercial and public sector for meetings, events, training programs and more through its system, Certain Registration™. Compliant with PCI DDS and FACTA, Certain remains on the forefront of the latest developments in security for online products and services providers.

www.certain.com • 888.certain x 2 • info@certain.com