



Who Pays?

Squaring The Triangle

- John Cranham
- Head of Operations
- DataCash Fraud Services

Who pays the price of CNP fraud?

- **The Merchant...**
 - Chargebacks
 - Cost of Goods
 - Operational costs
 - Loss of consumer trust?

- **The Consumer....**
 - Inconvenience
 - Hassle
 - Worry

- **The Bank (Acquirer)...**
 - Operational costs
 - Relationship with Merchant damaged

Who pays the price of CNP fraud?

- **The Bank (Issuer)...**
 - Operational costs
 - Relationship with Cardholder damaged?
- **The Wider Community...**
 - Proceeds of fraud often funding other activities, drugs, terrorism, etc.

EVERYONE pays the price!

All have a responsibility to address

- **The Merchant:**
 - The usual - CV2, AVS, 3D Secure?
 - Fraud Screening
 - It's not difficult, BUT it is optional!
 - Those who take responsibility enjoy lower charges and bigger margins!

All have a responsibility to address

- **The Consumer:**
 - Needs to act sensibly
 - Check statements
 - Keep Passwords secure
 - If it looks like a bargain it probably isn't!
 - Shop more...
 - Shopping online **KEEPS** you safe!
 - Is there more they could do?
 - Consumer Alerts

All have a responsibility to address

- **The Banks:**
 - ALL fraud is bad
 - Need to address the lower levels of fraud as well
 - Focus on CNP fraud as well as where there is liability!
 - 3D Secure is not infallible!
 - Fraud is here to stay!

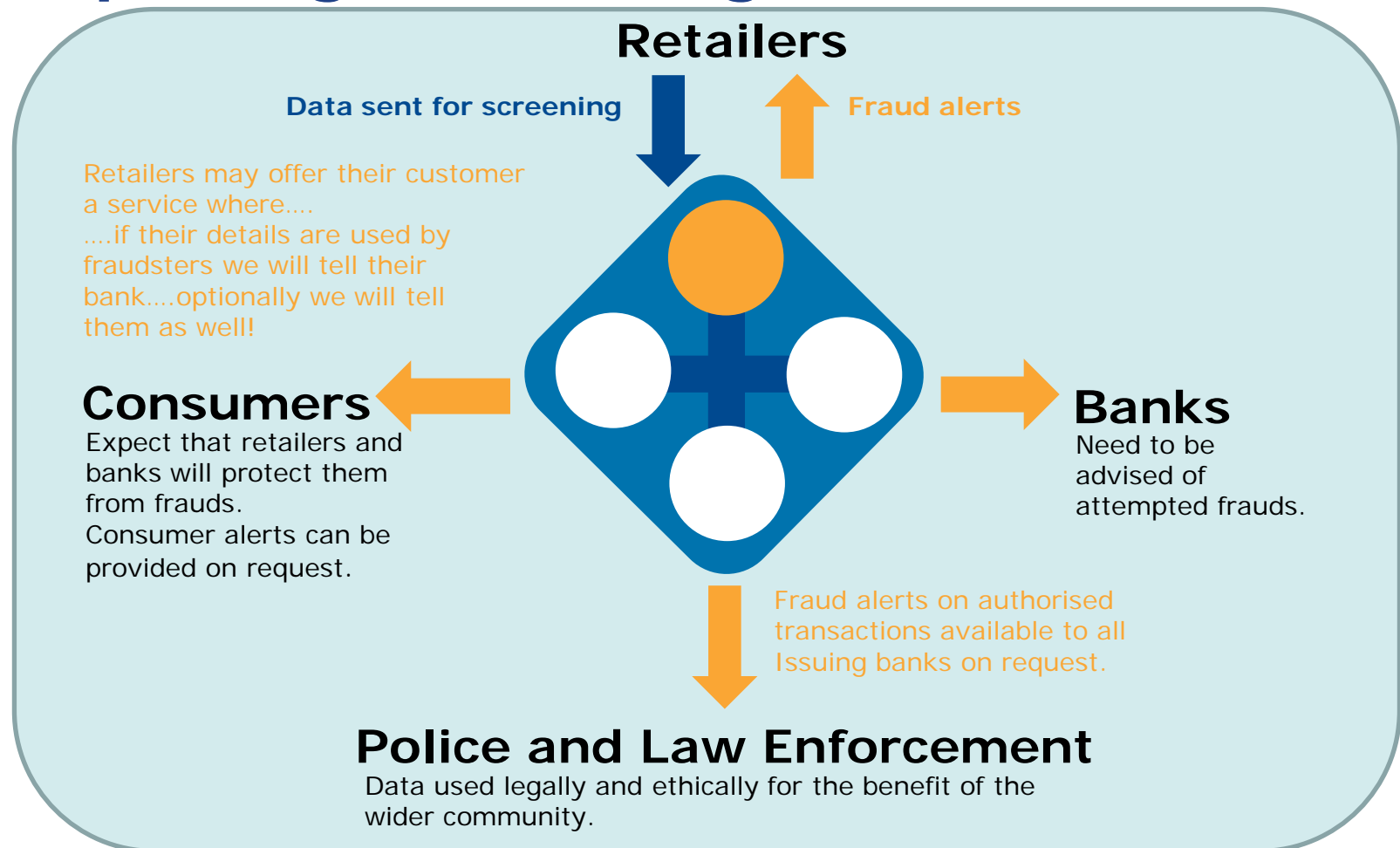
All have a responsibility to address

- **The Wider Community:**
 - Police and Law Enforcement
 - CNP fraud is a crime and needs to be regarded as such
 - Current approach is not working, not for Consumers or for Merchants
 - Police need to engage and seek out the organised elements of CNP fraud
 - Not just the responsibility of Banks to fund
 - Government backing?

There is a Solution

- Same data, four beneficiaries:
 - Retailer – Screening results
 - Banks – Early Warning alerts
 - Consumer – Early Warning alerts
 - Police & Law Enforcement - Intelligence

Squaring The Triangle!



Thank You For Your Time & Attention

- John Cranham
- Head of Operations
- DataCash Fraud Services

- Visit us today at Stand 10 to find out more...