

If your business accepts online card payments, you must be ready to support **Strong Customer Authentication (SCA)** from:



EU - 31 December 2020



UK - 1 June 2021<sup>1</sup>

**When to act – NOW!**

## Why is this important for me?

**If your online checkout for card payments does not meet the new legal requirements for SCA, customers may not be able to buy from you<sup>2</sup>**

## What is Strong Customer Authentication (SCA)?

A new set of rules that aims to make online card payments more secure. Your customers' checkout experience will be different, they will be required to complete an extra security step to complete the purchase<sup>2</sup>

## What do I need to do now to minimise business disruption?

1. **Contact** the organisation responsible for processing your online card payments<sup>3</sup> for help getting ready
2. **Familiarise** yourself with SCA and understand the impact on your customers' checkout experience
3. **Update and test** your checkout processes well in advance of 1 June 2021 to minimise your customers' online card payments from being declined

## The benefits of SCA

- ✓ **Reduced fraudulent transactions** – reducing your losses
- ✓ **Improved customer satisfaction** – confidence and loyalty
- ✓ **Shift in liability** – from you to your customer's card provider

## What happens if I'm not ready?

- ✗ **Loss of online sales** – customers abandoning or being declined at checkout
- ✗ **Loss of customers** – to more secure competitors
- ✗ **Reduced customer satisfaction** – due to increased friction and payments being declined

# ACT NOW!

# New regulations are here.

## Notes



<sup>1</sup> From this date, your customers will see gradually increasing changes when checking out. All transactions will be subject to SCA from 14<sup>th</sup> September 2021.

<sup>2</sup> Some transactions may be exempt from SCA rules and there may be alternative payment options. Please speak to the organisation processing your online payments to find out more.

<sup>3</sup> This is the organisation enabling your business to accept online payments. This is your payment gateway or acquirer.