

## SECURITY TIPS & TRICKS

# BOOST YOUR ONLINE BUSINESS AND MAKE THE MOST OF THIS PEAK SEASON.

# VISA

everywhere you want to be

# TRICK

**Remember that more customers during peak season means more chances for fraud and cyber-attacks. Fraudsters are gearing up this season. Be ready with Visa's security tips.**

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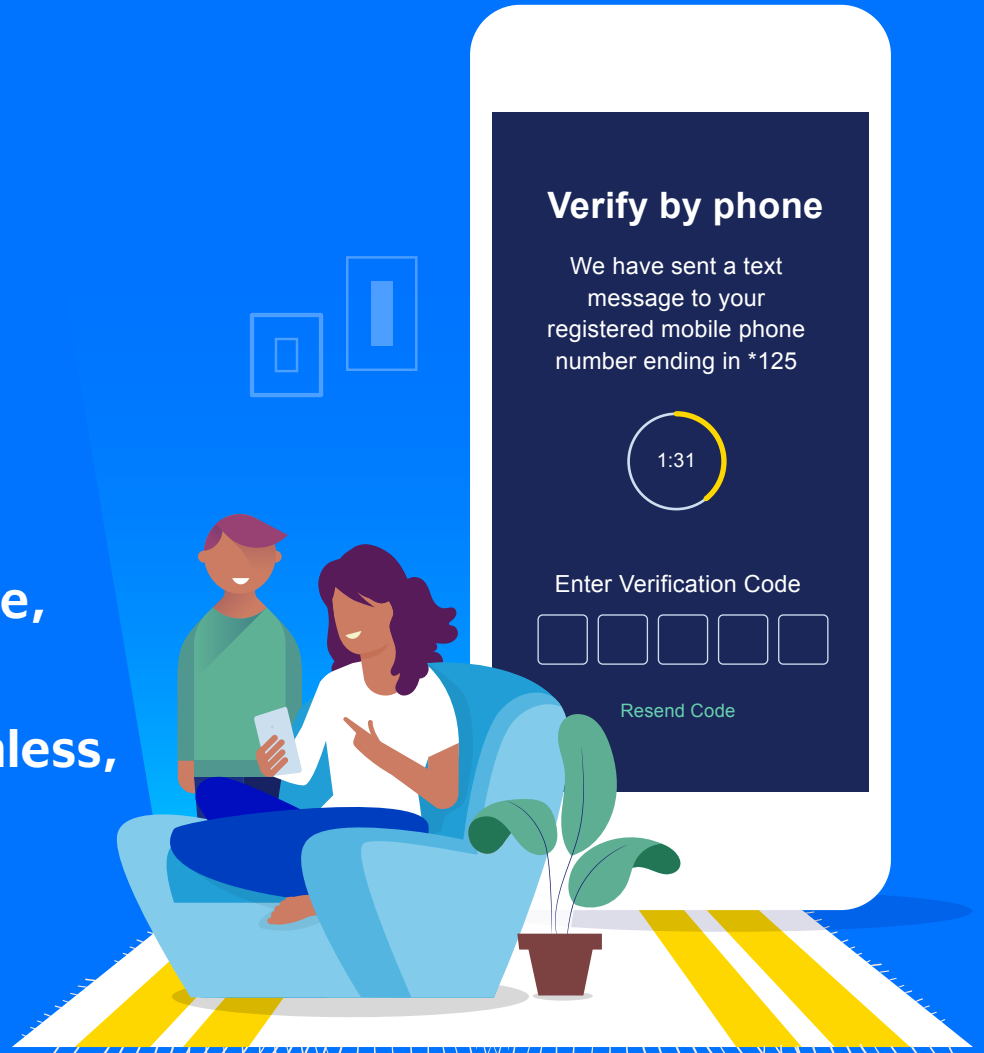


**TIP #1**

# AUTHENTICATE ACCURATELY

Proactively deploy and optimize EMV based authentication solutions, including 3D Secure, VCAS, Tokenization and Secure Remote Commerce, to provide your customers seamless, secure and speedy payment solutions.

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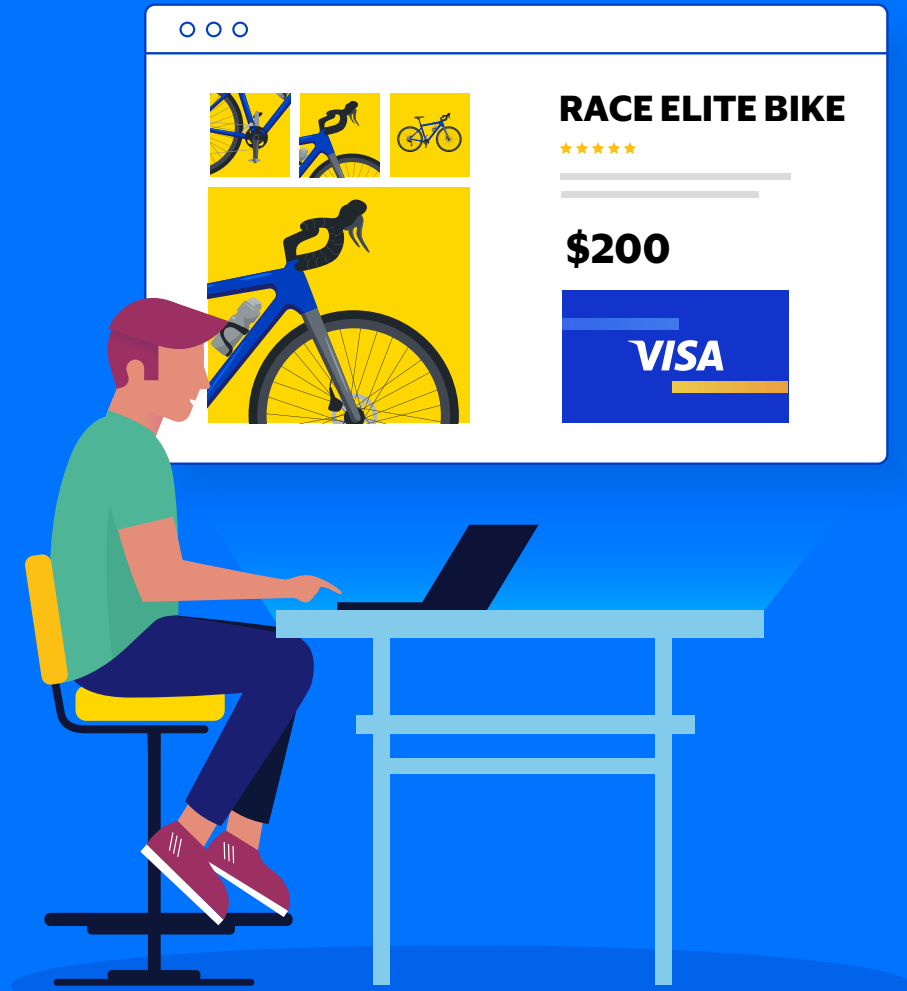


**TIP #2**

# ADJUST YOUR RULES

Tune-up your authentication / authorization systems and fraud prevention rules to surgically decline high-risk transactions and achieve low false positive ratios of 3:1 or better.

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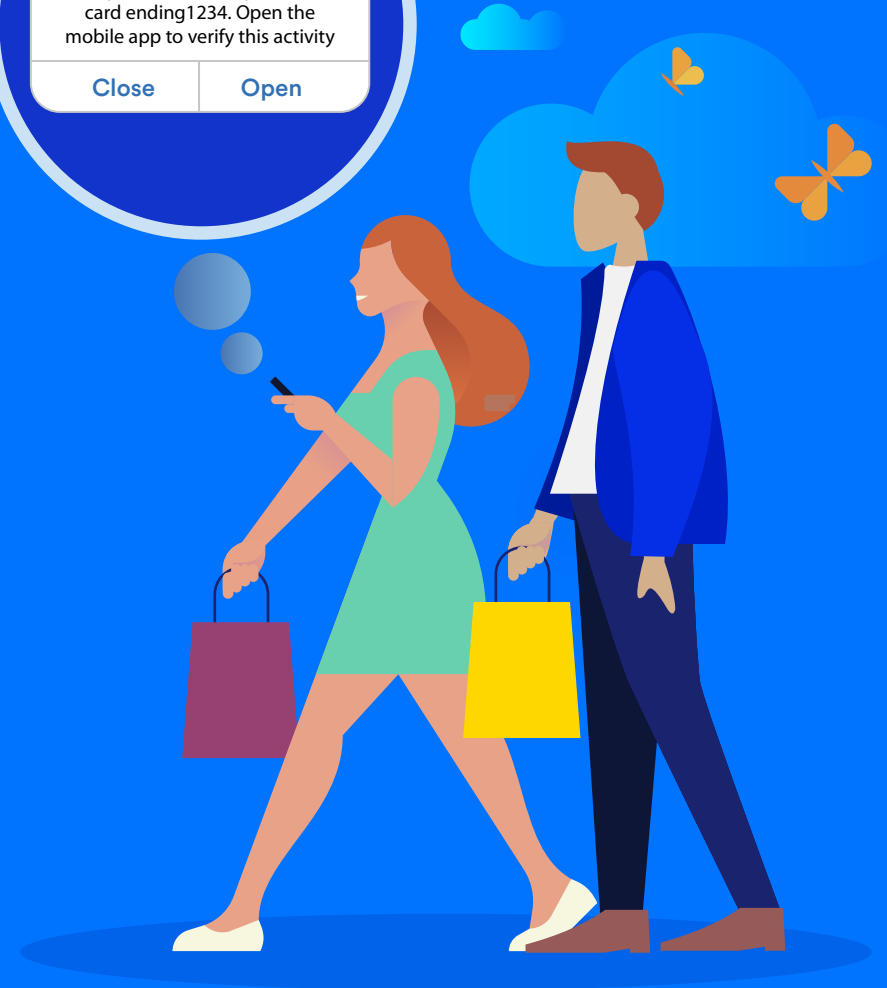
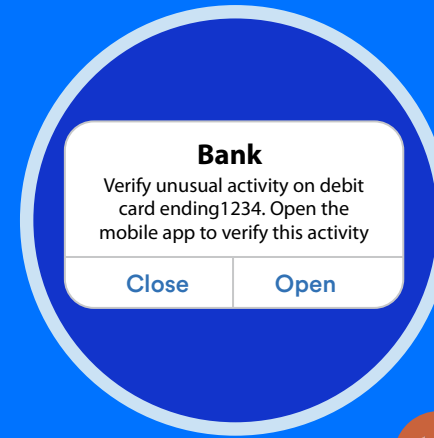


**TIP #3**

# STAY ALERT

Enroll consumers in your purchase alert service to grow their confidence and empower them to quickly identify unrecognized transactions.

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## TIP #4

# DISSECT DECLINES

Monitor transactions, especially decline reason codes, to identify anomalous activity, including to quickly mitigate fraud and enumeration attacks. Check if valid transactions are being declined and fine tune your authorizations process accordingly.



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# VISA IS HERE TO HELP YOU

Contact Visa to learn more about our Security Solutions and how we can help you deliver secure and convenient shopping experiences that will keep your customers happy.

**Visa Security Tips & Tricks** were provided by **Eduardo Perez**, Chief Risk Officer, Visa Latin America & Caribbean

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