



FREE Fraud Prevention for Small Business Workshop

ARE YOU PUTTING YOUR BUSINESS AND CUSTOMERS AT RISK?

Data is the currency most coveted by criminals today. Small businesses are now being targeted by these sophisticated and relentless criminals, who may be operating from down the street or half way around the world. Visa analysis found that small merchants accounted for more than 80 percent of the data security breaches in 2007.

IMPORTANCE OF DATA SECURITY FOR BUSINESS

Few business owners can claim to be security experts. With high-tech fraudsters growing ever more sophisticated, it's important to clearly understand the nature of the threats that you face and the steps you should take to protect your businesses and customers. When security is breached, thieves can rob your business of its reputation and steal your customers' trust. Besides the loss of customer goodwill, a breach may result in negative media headlines, financial liability for fraud and chargebacks, fines from merchant banks or government regulatory agencies, or exposure to potential litigation.

Visa Canada is hosting a free workshop to help educate small businesses about how to protect themselves from these risks. By attending this session, you will learn:

- How to properly process a credit card transaction
- Tips on how to protect credit card information
- Ensuring your payment application is secure
- The future is here.... an introduction to chip card technology!

Who should attend:

Owners or managers of any small business that accepts and processes electronic payments

Date:

Thursday, March 12, 2009, 9:00 am – 10:00 am

Light refreshments will be served.

Location:

Novotel North York
3 Park Home Avenue, North York
416-218-3866

Registration is FREE on a first come, first served basis.

To register, please send an email with your name, business name & address, contact number to canadapublicrelations@visa.com by March 2, 2009. Please include the number of people you are registering.