

EMVCo engages and collaborates with hundreds of organizations, technical bodies and regulators to develop EMV® Specifications that support innovation and address marketplace needs. This results in specifications used across the payments industry to create products and services that deliver trusted and convenient payments for merchants and consumers in the U.S. and around the world.

Industry Participation and Input

Shaping flexible EMV Specifications that support innovation and address marketplace needs.



- ▶ Payments technology continues to advance, and innovation in card-based payments is critical. To support seamless and secure payments, specifications need to evolve accordingly. This requires **payments industry stakeholders to provide feedback throughout the specification development process.**
- ▶ Through the EMVCo Associates and Subscriber Programs, merchants, issuers, acquirers, payment networks, financial institutions, manufacturers, technology providers and testing laboratories **contribute their knowledge and expertise to the development of EMV Specifications.**
- ▶ EMV Specifications are publicly available for use by any organization, and **all payments industry stakeholders are invited to contribute to the development of EMV Specifications** and provide input to EMVCo.

DID YOU KNOW?

As EMVCo Associates and Subscribers, payments industry stakeholders contribute to EMVCo's work through participation in:

- ▶ Regular EMVCo advisory and technical meetings to develop, enhance and evolve EMV Specifications.
- ▶ EMVCo's Board of Advisors to propose new initiatives.
- ▶ Review and comment periods for draft EMV Specifications.

Specification Development Process



*Process may vary depending on requirements.

For more information on EMVCo please visit: www.emvco.com

Industry Partnerships



Aligning industry requirements and initiatives to improve security and payment experiences worldwide.

EMVCo works closely with regional and global technical bodies and industry associations in the U.S. and around the world.



These include:



This collaboration supports the development of specifications and initiatives that improve security and payment experiences around the world.



Examples of EMVCo Industry Partnerships in Action:

Debit Transaction Routing – U.S. Payments Forum (USPF)

Worked with the USPF to demonstrate how the flexibility of the EMV Chip Specifications supported the U.S. payments industry's need for a Common Debit AID on chip cards, to provide merchants debit routing options in accordance with U.S. regulation.

Web Payment Security Interest Group – FIDO Alliance and World Wide Web Consortium (W3C)

Industry working group established with FIDO Alliance and W3C, focused on making web payments secure and convenient for merchants and consumers.

EMV 3-D Secure (3DS) and FIDO Authentication – FIDO Alliance

Collaborative initiative with FIDO Alliance, focused on evaluating how FIDO authentication standards and EMV Specifications can work together to help merchants reduce fraud and improve the online payment experience for consumers.

What Others Are Saying

Jean-Christophe Lacour,
Head of Merchant Services, Payments,
AMADEUS

“ As EMVCo Associates, we immediately saw the benefit of extending EMV 3DS authentication request messages with airline information. The travel industry is somewhat different from other e-commerce businesses due to the prevalence of distribution channels and the complexity of booking several travel segments from different providers in one purchase. We worked together to examine specific travel use cases to understand the data transmitted at specific touch points. Being able to leverage existing data allows merchants to share more insight on travel transactions and supports issuers in fighting fraud while also reducing friction when processing travel payments. Right now, it is even more important our industry combats fraud and keeps payment friction to a minimum. This new EMV 3DS Travel Industry Message Extension from EMVCo will help achieve that objective. ”

“ This [Use of FIDO Data in 3DS Messages] paper, as well as FIDO Alliance's complementary technical note, provides essential information on how FIDO can be used alongside EMV 3DS to provide higher levels of security, enhanced user experiences, and better overall approval rates for e-commerce merchants. These papers are part of our longstanding relationship with EMVCo and our shared focus on providing answers to the questions we often receive on how our FIDO Alliance standards and EMVCo specifications can work together. ”



Christina Hulka,
Executive Director and COO

“ For more than 25 years W3C has developed open standards for Web technology. When W3C began to focus on streamlining e-commerce checkout, EMVCo and W3C recognized the value of developing an industry partnership. With the FIDO Alliance we then established a dedicated Web Payment Security Interest Group. All three organizations now work more closely to improve online payment security and to enhance interoperability among our respective technologies. Through this collaboration we anticipate that merchants, payment service providers, and other industry stakeholders will benefit from more secure and streamlined online payments. In response to industry queries, we have also published an introduction titled 'How EMVCo, FIDO, and W3C Technologies Relate.' ”



Ian Jacobs,
Payments Lead

“ The U.S. Payments Forum has worked closely with EMVCo over the years in our efforts to support the introduction and implementation of EMV chip and other new and emerging technologies that protect the security of, and enhance opportunities for payment transactions within the U.S., including EMV Tokenization, EMV 3-D Secure (3DS) and EMV Secure Remote Commerce (SRC). ”



Randy Vanderhoof,
Executive Director