



Why EMVCo? Supporting Innovation, Flexibility and Security

EMVCo collaborates with the global payments industry to develop technical specifications that enable card-based payments to work seamlessly and securely worldwide. EMV® Specifications support innovation and are flexible to accommodate the unique needs of different marketplaces. As a result, EMV Specifications are widely used to create payment products and services that deliver trusted and convenient payments for merchants and consumers in the U.S., and around the world.

EMVCo is structured to develop global specifications that enable card-based payment products to work seamlessly and securely around the world.

The world's card payments systems facilitate trillions of dollars of consumer and business spending each year.



EMVCo's members are the six global card payments networks, which recognize a shared responsibility for the reliability and security of these payment transactions and the technology infrastructure that makes them possible.

EMVCo's organizational structure reflects this responsibility with these companies serving as member-owners, and engaging and collaborating with hundreds of organizations, regulators and technical bodies around the world to develop EMV Specifications.

EMVCo recognises that providing insight into specifications and major updates in development is fundamental in empowering those implementing and maintaining EMV technology with a direct say in how payment infrastructure evolves.

New EMV Specifications and major updates are released for public review to enable all parties to provide comments before final publication.

All stakeholders with an active interest in EMV technology can vote on whether a specification is ready for official publication through participation on EMVCo's Board of Advisors.

This is a proven, effective model for creating, evolving, and promoting globally adopted specifications that support innovation and meet marketplace needs.

“ EMVCo casts a wide net of technology providers and payments organizations that it communicates with when developing specs. It's a list that includes virtually every key payments company, technology provider, security firm or financial services organization. ”

David Heun,
Associate Editor,
PaymentsSource

PaymentsSource

“ I think that EMVCo does what it does very well... EMVCo is owned by the card companies and that makes sense, since it's their intent to provide security and protection to their card issuers, processors and merchants... I'm not clear on who else should be responsible for managing the security of their offerings, if not the payment networks. ”

Thad Peterson,
Senior Analyst,
Aite Group

Aite

EMV Specifications support competition and innovation.

EMVCo dedicates significant resources to developing the EMV Specifications and makes them available to all industry participants completely royalty-free. Using EMV Specifications as a common foundation, payments organizations in the U.S. and around the world can benefit from reduced product development costs and accelerated innovation.

As a result, consumers, merchants and businesses enjoy increased choice, security and reliability across card-based payments.

EMVCo takes its role and responsibility to the industry extremely seriously and complies with the letter and spirit of stringent antitrust and competition laws. EMV Specifications are publicly available for use by any organization, and all payments industry stakeholders are encouraged to contribute to the development of EMV Specifications, provide input to EMVCo and participate on the Board of Advisors to vote on whether a specification is ready for official publication.

EMVCo is a global specifications body that promotes flexibility and choice.

Global specifications must be able to accommodate the unique needs of different marketplaces. EMV Specifications are intentionally designed to be flexible to meet the requirements of the U.S. payments industry, while still facilitating seamless and secure payments on a global scale.

In support of its mission to enable secure and seamless payments globally, EMVCo develops EMV Specifications for use by all industry participants. EMVCo does not mandate the use of its specifications or build products. EMVCo has no role in fees, chargebacks, commercial incentives or fraud liability shifts. These areas are managed by global, regional and domestic payments networks completely independently of EMVCo.

DID YOU KNOW?

Domestic payments networks across the world have widely adopted the EMV Specifications to create products and services.

EMV Specifications are flexible to enable transaction routing choices and support network competition in support of U.S. regulation.

DID YOU KNOW?

EMV Specifications support the adoption of advanced payment security technologies that fight fraud.

EMV Specifications incorporate advanced encryption and authentication technologies to enhance card payment security as part of an industry-wide approach to battling fraud.



EMV Chip Specifications are proven to significantly improve the security of chip, contactless and mobile payments. EMV 3-D Secure (EMV 3DS), EMV Secure Remote Commerce (EMV SRC) and EMV Payment Tokenization support safe and convenient online payments.

“ The [U.S. payments] industry is undoubtedly in a much better position today to mitigate CNP [card-not-present] fraud than it was in the early days of EMV adoption in other countries. ”



“ [We] continue to introduce and encourage implementation of fraud fighting tools like [EMV] 3DS, [EMV] Secure Remote Commerce (SRC) and others. ”

