



EMVCo Operating Principles

This document provides an overview of EMVCo's operating principles, including its governance, operations, and the role of EMV® Specifications in the wider payment community. Audiences reading this material will gain a better understanding of the relationship and distinctions between EMVCo and its member-owners.

Organisation

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EMVCo is a member-owned technical body that owns, enhances and promotes the EMV Specifications to facilitate their adoption as an inter-industry compatibility standard.

Throughout the 1990s, companies in countries across the globe began to enhance payment card security by deploying microprocessor chip technology that was designed to meet domestic payment requirements and specifications. These domestic designs were not interoperable across geographic borders, however, and posed challenges to both business and consumers. As a result, although chip technology could be used to protect against fraud in domestic transactions, magnetic stripe technology was the only acceptance method when cardholders travelled outside their home countries.

EMVCo's formation in 1999 as a global technical body enabled the development and management of specifications to address this challenge by facilitating global interoperability and enhancing payment security. EMV Chip Specifications were designed to reduce fraud at retail store locations, as the payment information stored on an embedded microchip is very difficult to counterfeit. Chip cards offer transaction security that traditional magnetic stripe cards could not provide.

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EMVCo's scope has evolved over past decades beyond exclusively focusing on in-store payment acceptance to also include e-commerce and digital transaction environments.

The EMV Specifications have evolved beyond EMV chip and now provide a comprehensive technology toolbox to help industry participants develop and use secure and globally interoperable payment methods for both physical and digital commerce.

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

EMV® is a registered trademark in the U.S. and other countries and an unregistered trademark elsewhere. The EMV trademark is owned by EMVCo, LLC.

EMV Technologies

EMV Technologies are the suite of payment technologies that EMV Specifications and programmes support.

Industry stakeholders use EMV Specifications to design payment products and solutions they can trust to work seamlessly and securely everywhere. This is important to the delivery of safe and reliable payments that merchants, businesses and consumers expect globally.

EMV Chip transformed the security of in-store payments by providing a global solution to card-present fraud. Today, EMV Specifications build on this foundation to support a growing number of evolving technologies that are shaping the future of digital payments.



EMV Chip

supports seamless and secure in-store payments and helps prevent card fraud.



EMV Mobile

supports the growing use of mobile devices for secure and convenient payments.



EMV QR Code™

support consistent, efficient and convenient QR code payments.



EMV 3DS

allows seamless authentication of consumers to prevent card-not-present (CNP) fraud and increase the security of e-commerce payments.



EMV Contactless

supports seamless and secure transactions made with contactless chip cards and NFC enabled mobile devices.



EMV Payment Tokenisation

replaces valuable card data with payment tokens to increase the security of mobile and e-commerce transactions.



EMV Secure Remote Commerce

EMV SRC simplifies e-commerce checkout to make the payment process quicker, easier and more secure.

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EMVCo is a global technical body with worldwide reach and relevance

Implementation of EMV Specifications enables participants in the payment ecosystem to have confidence that the products they issue work on a global secure acceptance infrastructure, regardless of where their customers make a payment.



Figure 1: EMVCo's mission is to focus on global interoperability

EMVCo currently has six members.

EMVCo's member-owners are the six global card payment networks: American Express, Discover, JCB, Mastercard, UnionPay and Visa. This organizational structure reflects the shared goal of these companies for the reliability and security of payment card transactions on their networks, and the technology infrastructure that makes them possible, with EMVCo engaging and collaborating with hundreds of organizations, regulators and technical bodies around the world to develop EMV Specifications.

A Board of Managers directs the operations of the technical body, and an Executive Committee provides oversight and a strategic direction as it relates to the evolution and management of the organisation.

EMVCo also has various working groups and task forces, which are responsible for developing and publishing the EMV Specifications, and evolving and managing EMVCo's testing and approval processes. These groups consist of payment systems members' staff who are technical subject matter experts.

No individual member is able to unilaterally control the direction of EMVCo. In the decision-making process, the members take guidance from the industry through the EMVCo Associates Programme (see further details below).

Visit About EMVCo for more information or to view the latest organisational structure and Board of Managers representatives.

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

Objectives

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Adoption of EMV Specifications promotes a unified international payments framework, which supports a range of secure and globally interoperable payment methods, technologies and acceptance environments.

EMV Technologies are the suite of payment technologies that EMV Specifications and programmes support.

Where relevant and possible, EMVCo administers testing and approval processes, enabling EMV stakeholders to test products and solutions for compliance with the EMV Specifications.

EMV adoption enables the payments community to:

- Support payment security and transaction risk management. The more engagement and higher adoption, the more robust the entire infrastructure.
- Deliver innovative payment solutions.
- Enhance security, interoperability and acceptance of EMV based payments globally.

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The EMV Specifications are flexible to accommodate global and local needs.

EMV Specifications and supporting documentation is flexible and designed to be adapted for national payment requirements. There have been multiple implementations globally, each adjusting to accommodate local regulations / needs. These different adaptations are implemented in a way to interoperate within a global payment infrastructure. Stability across borders mitigates points of weakness and creates an international barrier against payment fraud.

The flexibility of the EMV Specifications enables third party implementers to design EMV-compliant solutions that address local needs and legal regulatory requirements.



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EMVCo makes the EMV Specifications available on a royalty-free basis to all industry participants and to the public.

Any interested party can obtain the EMV Specifications by downloading them for free from the EMVCo website. They can also contribute to the development of the EMV Specifications through EMVCo's participation programmes outlined below.

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

Roles and responsibilities

EMVCo has no involvement in setting liability shift dates or implementation mandates.

As an organisation striving to facilitate a payments infrastructure that is standardised in terms of security and interoperability, EMVCo plays an important role in bringing together stakeholder interests among payments industry participants as part of a global, open, industry-led approach. EMVCo, however, does not establish obligations, requirements, or otherwise for the implementation of its specifications. EMVCo does not mandate or enforce EMV compliance or the implementation policies for issuers, merchants and acquirers, which are handled by payment networks independently outside of EMVCo.

For example, individual payment networks publish their own EMV compliance requirements, which may vary from country to country or among industries within a country. Likewise, EMVCo does not engage or contribute to business rules to help encourage the adoption of EMV. These are the independent decisions of the payment systems.

EMVCo	Global, Regional and Domestic Payment Systems
<ul style="list-style-type: none"> • Manage and evolve EMV Specifications • Perform certification of EMV products (where relevant) <ul style="list-style-type: none"> • Enhance payment security • Support emerging payment technologies 	<ul style="list-style-type: none"> • Product development and implementation certification <ul style="list-style-type: none"> • EMV mandates or compliance • Commercial incentives • Fraud liability shift and other policies

Figure 2: Roles of EMVCo and global, regional and domestic payment systems

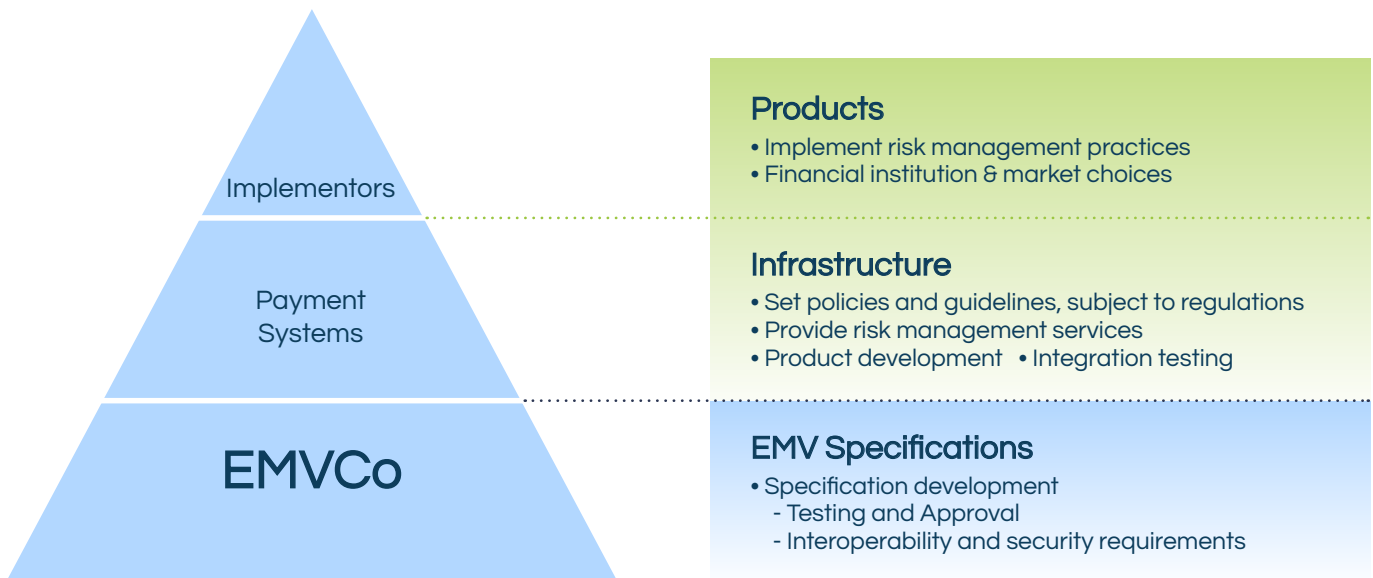


Figure 3: EMVCo provides a foundation for secure payments

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

EMVCo actively engages the payment community in shaping future specifications.

Active engagement and collaboration with the payments industry is key to EMVCo's proven model for creating, evolving and promoting globally adopted specifications that support innovation and address marketplace needs.

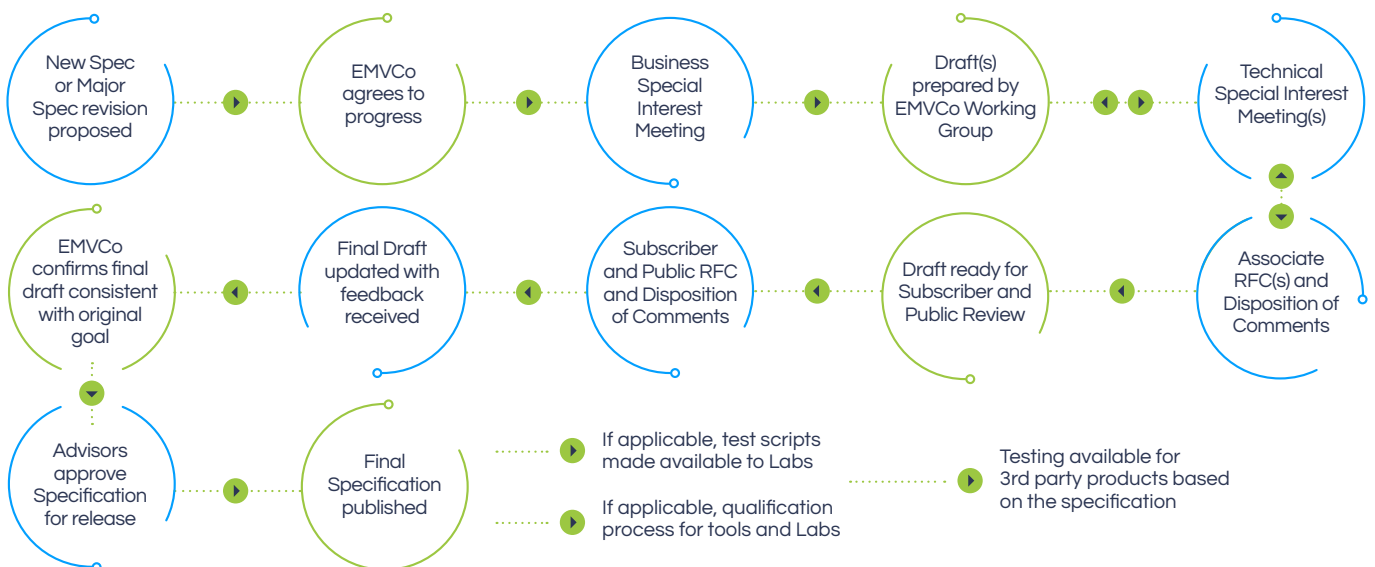
Through the EMVCo **Associates** and **Subscriber** Programmes, merchants, issuers, acquirers, payment networks, financial institutions, manufacturers, technology providers and testing laboratories contribute their knowledge and expertise to the development of EMV Specifications.

To find out more, visit the [EMVCo website](#).

Opportunities to participate in the specification development process include:

- 🕒 Business and Technical Special Interest Meetings (SIM) when new specifications are being developed or major updates are being considered.
- 🕒 Request for comments enabling EMVCo Associates to review proposals, and a Disposition of Comments being published to summarise the responses.
- 🕒 The release of all EMV Specifications during their development for public consultation.
- 🕒 Voting by EMVCo Advisors to approve the release of new/ or major updates to EMV Specifications.
- 🕒 EMVCo Queries, whereby an Associate, Subscriber or member of the public may ask a question or provide a comment or other input related to an EMV specification or draft specification.

Specification Development Process



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EMVCo connects with other relevant industry bodies.

EMVCo engages with regional and global organisations to receive input and share perspective on areas of respective interest. EMVCo also periodically engages in public education outreach initiatives in regions around the world.

Multiple bodies provide requirements for security and interoperability



Figure 4: EMVCo works with several technical bodies to ensure alignment

Visit
www.emvco.com to...

...download the latest resources.
A range of materials are available to provide further details on all EMVCo work initiatives, including webinars, webcasts, recorded educational session, FAQs, infographics and much more.

...get involved.
Organisations from around the world participate as EMVCo Subscribers and Associates to contribute their knowledge and expertise to the EMV Specifications.