



Why EMVCo? Supporting Innovation, Flexibility and Security

EMVCo collaborates with the global payments industry to create and manage EMV® specifications and programmes that enable card-based payments to work seamlessly and securely worldwide.

EMV® Specifications support innovation and are flexible to accommodate the needs of the payments community across different geographies. As a result, EMV Specifications are widely used to create payment products and services that support the delivery of trusted and convenient payments 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 work is overseen by six member organisations – American Express, Discover Network, JCB, Mastercard, UnionPay and Visa – which recognise a shared responsibility for the reliability and security of card-based payments and the technology infrastructure that makes them possible.

EMVCo engages and collaborates with hundreds of industry stakeholders, 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 to empowering those implementing and maintaining EMV technology with a direct say in how payment infrastructure evolves.

Draft 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 model for creating, evolving, and promoting globally adopted specifications that support innovation and address industry 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. //

AMERICAN BANKER

// 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. //



// Standards are essential to deliver consistent payment experiences on a global scale, and organizations like EMVCo were created to develop those standards and drive adoption. //

CELENT

// Across EMV contact chip, contactless, mobile and card-not-present payments, EMVCo has consistently defined payment specifications that promote global interoperability. //



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 organisations 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 organisation, and all payments industry stakeholders are actively 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 final draft of a new specification or major update is ready for official publication.

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 can help to improve the security of chip, contactless and mobile payments. EMV 3-D Secure (EMV 3DS), EMV Secure Remote Commerce (EMV SRC) and EMV Payment Tokenisation support safe and convenient e-commerce and remote payments.

“As a multi-stakeholder organisation supporting and promoting standardisation requirements for a market-driven implementation, EPSG is glad to benefit from longstanding and active participation of EMVCo in its work, enabling a consistent customer experience when making or accepting card payments in Europe.”

European Payments Stakeholders Group

EPSG

“Seamless and secure payments are built on global standards and specifications. EMVCo has been flexible updating specifications in order to meet regulatory and technical changes. We are confident that EMVCo will continue to deliver specifications for any future payments needs.”

**Kirsi Klepp,
European Payments Council**



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

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

EMV Specifications are flexible to enable transaction routing choices and support network competition.

DID YOU KNOW?

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.

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

“For more than 20 years APSCA has collaborated with EMVCo to educate stakeholders across Asia-Pacific on the benefits of using EMV Specifications as a foundation for seamless and secure payments. These efforts have been key to driving EMV Chip migration in the region, and supporting the continued growth of contactless, mobile NFC, QR Codes and digital payments.”

**Greg Pote,
APSCA**

APSCA

“The Secure Technology Alliance and U.S. Payments Forum deeply value EMVCo’s leadership in advancing security and global interoperability across the payments ecosystem. For over two decades, our organizations have worked together to support the effective and efficient deployment of EMV solutions in the U.S. market. This longstanding collaboration has also fostered an environment where all stakeholders have equal access to specifications, best practices, and the authority needed to shape a more trusted and industry.”

**Secure Technology Alliance
& U.S. Payments Forum**



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