

## **Important tips to protect yourself and to protect your customer:**

- ▶ Display address of permanent establishment and customer service contact, including electronic mail address and telephone number on your website.
- ▶ Provide complete description of the goods or services offered on your website.
- ▶ Disclose merchant outlet location at the time of presenting payment options to the cardholders.
- ▶ Display consumer data privacy policy & delivery policy (if applicable) on your website and obtain customer's consent before proceeding with transaction.
- ▶ Display return, refund & cancellation policy on your website, to inform cardholders of their rights and responsibilities.
- ▶ If you have a limited or no refund policy, this must be communicated clearly to the cardholders, before the purchase decision is made to prevent any misunderstanding in the event of a dispute.

## **Important tips to protect yourself and to protect your customer:**

- ▶ Be always on the lookout for any suspicious transactions and malicious activity.
- ▶ Request customers to use strong login/transactional passwords and never share them with anybody.
- ▶ Implement transaction authentication methods, where apart from the username/password, the customer also receives a code by SMS or OTP to complete the transaction. This adds an extra layer of security to e-Commerce transactions.
- ▶ Check to confirm user of the card is the authorised cardholder (always ensure that the card bears the name of the cardholder performing the transaction).
- ▶ For suspicious transactions (e.g. unusual high ticket or multiple sales), request acquirer to seek authenticity of transaction from issuing bank.
- ▶ Train your staff on how to respond to customer queries effectively and provide a reliable customer service to help customers during transactions disputes.
- ▶ Update your platform's operating system regularly to ensure that the latest security updates are installed and ensure adequate payment gateway security.
- ▶ Install up-to-date antivirus and anti-malware softwares.
- ▶ Use adequate & recommended firewalls and backup your data regularly.

***For any further queries or assistance, please contact your bank.***

### **Caution:**

*The contents of this insert are made available for information purposes and guidance only and on the understanding that the MBA is not providing professional advice.*