



# Manual Key Entry and Card Verification Value 2 for U.S. Merchants

## Upcoming Changes to the Existing Acceptance Process



With the migration of EMV chip acceptance devices, Visa is implementing two significant changes at the POS.

### 1. Manual Key Entry will be Optional

Today U.S. merchants are required to key enter an account number when the magnetic-stripe of the card cannot be read. As EMV chip technology continues to become more pervasive in the United States, U.S. merchants will typically have two methods (chip and magnetic stripe) for electronically reading credit and debit cards reducing the number of times these cards will require manual key-entry. If both methods fail, it is very possible that fraud may be involved.

In responses to these changes, **effective 22 April 2017 U.S. merchants with functioning and enabled EMV chip acceptance devices will no longer be required to support manual key entry for chip or magnetic-stripe only Visa cards.** However, U.S. merchants may support manual key entry at their discretion.

U.S. merchants that are not EMV chip-enabled will still be required to support manual key entry as a method of backup acceptance should a magnetic-stripe read on a Visa card fail.

### 2. Card Verification Value 2 (CVV2) will be prohibited

Currently some U.S. merchants use CVV2 at the POS as an added security feature in authenticating the card. The use of CVV2 in electronically read transactions to try and authenticate a Visa card is redundant and not necessary with EMV chip at the POS. CVV2 is still an effective tool to help mitigate card-not-present fraud but its use to help authenticate cards at the POS may lead to compromise and ineffectiveness.

**Effective 14 April 2018**, in the U.S. face-to-face environment, Visa will prohibit the use of CVV2 for card-present, key-entered transactions.

In addition, **effective 14 April 2018**, Visa will prohibit the use of CVV2 for all electronically read card-present transactions unless the merchant:

- Is EMV chip-enabled for a fallback magnetic-stripe-read transaction, **and**
- Has an agreement in place with an issuer

The rules regarding a manual imprint on key-entered transactions at the POS will remain unchanged.