

## Important information about PCI Compliance

The Payment Card Industry Data Security Standard (PCI DSS) is in place to provide merchants a set of guidelines on how credit card information should be handled and what security measures should be implemented to protect your business. If you are a merchant that processes customer credit and debit cards, you are required to accept the responsibility of keeping transactions and sensitive data secure in your business environment. There are 12 requirements (and many sub-requirements) that must be addressed to minimize data breaches and credit card security problems. Probably the most important aspect of PCI compliance is that validation is required of all merchants that accept, process, transmit or store payment cards.



### Why Become Compliant?

Regardless of the size or type of your business, as owner, you have the obligation to protect cardholder data received at your business. You must certify compliance on an annual basis to show that the security measures you have taken are effective. The type of validation required for your business will vary based on the number of card transactions you process each year. Additional reasons for your business being certified compliant are:

- Reduce the risk of fines and penalties
- Avoid losing the ability to process payment cards
- Protect against loss of business due to a security breach
- Provide peace-of-mind that you are protecting your business and your customers

Please contact Lew Woolford or Sheri Mikesell in our Central Bank Bankcard Department (801-375-1000) if you have questions or would like more information about PCI compliance or payment processing.

## IRS MANDATE AFFECTS MERCHANT REPORTING

Reporting requirements were added to the Internal Revenue Code as part of the Housing and Economic Recovery Act of 2008. The provisions in this Act (the "IRS Mandate") require that merchant Acquirers must report all merchant payment card transaction data annually to the IRS.

**HEADS UP** - -In 2009, the IRS issued proposed regulations under a new statute requiring that, starting with transactions in calendar year 2011, the gross amount of payment card and 3rd party network transactions be reported annually to participating merchants and the IRS, with the first reports being submitted to the IRS in 2012. We recommend that merchants review their tax records and contact their tax advisors/accountants for additional information, as well as contacting their Banks and merchant processors to verify their correct business information.

<p><b>IRS Tax Mandate</b></p>	<p>Processors will need to report payment card processing to the IRS and merchant.</p> <p>Additional information can be found on these sites:</p> <p><a href="http://www.irs.gov/pub/irs-news/reg-139255-08.pdf">http://www.irs.gov/pub/irs-news/reg-139255-08.pdf</a></p> <p><a href="http://www.irs.gov/pub/irs--dft/fr099k-dft.pdf">http://www.irs.gov/pub/irs--dft/fr099k-dft.pdf</a></p> <p>Processors will need to verify/obtain "W9" type information for all merchants e.g.</p> <ul style="list-style-type: none"> <li>• Entity Type</li> <li>• Fed Tax ID/SSN</li> <li>• Legal Name</li> <li>• Legal Address</li> </ul>	<p>Most merchants</p> <p>Certain merchant entity types are excluded e.g. non profit.</p> <p>Merchant must provide or validate IRS tax data</p>	<p>B-notices and ultimately 28% Withholding levied on merchant if TIN is incorrect</p>	<p>2011 data provided in January 2012</p>
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*Central Bank offers  
different processing solutions  
for your convenience*



*Standard Terminal*



*Internet*



*Wireless*

## Merchant Services

Central Bank offers a full range of merchant services to help you better serve your customers. You will appreciate the quality products and services available that enable your business to accept credit cards quickly and easily. Customers today want the convenience, flexibility and choice of payment options. Our Central Bank Bankcard Department will work personally with you to develop payment processing solutions that will meet the needs of your business.

No matter how big or small your business, Central Bank merchant processing solutions enable your business to accept credit cards, debit cards, electronic checks, gift cards, and other payment options.

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### Central Bank Merchant Services benefits include:

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- Local customer service
- Personal customer support and training
- Card processing solutions tailored to your business
- Point-of-Sale
- PC-Based
- E-Commerce/Internet
- Wireless
- Mail Order/Phone Order
- Inexpensive user friendly equipment
- Competitive and easy to understand fee structure
- Free Business Checking available
- Online reporting tools available
- No contract required
- Customer service 24/7

For more information about Central Bank Merchant Services please contact our Bankcard Dept.; Lew at (801)655-2167 or Sheri at (801)655-2119.