

Online Payment Security FAQ

As online business and traffic grow, scammers learn new techniques to abuse online payment systems. Online payment security is an essential part of running and maintaining a loyal customer base.

If your customers feel unsafe entering their payment data, there's no guarantee that your business can maintain an online payment system. Whether or not you have the highest quality product, customers might look to alternate vendors that offer payment security measures to reduce the risk of falling victim to scammers.

There are an array of measures that you can take to help avoid fraudulent charges. By using a secure payment platform, you can avoid most fraudulent charges altogether. However, if a fraudulent charge does manage to get through, there are measures in place that are built to protect the payment security of both you and your buyers.

1. How Do I Ensure The Security Of Online Payments?

So, how do you ensure online payment security? This can seem like a very overwhelming task, but we recommend starting the process by securing a payment platform that is both reliable and efficient. Try a platform known for effective payment processing and anti-fraud protection.

PurePay offers a highly effective set of solutions to boost the success of your business. By taking advantage of the following solutions, you can trust that your business is protected from falling victim to scams.

PCI Compliance

PCI Compliance means that the organization has been cleared through the Payment Card Industry's set of standards to ensure buyer protection. With PurePay, you gain a platform made with PCI compliance, and to make it easy, we have even set up a system of chargeback and fraud tools to navigate the industry.

3D Secure

3D Secure (3 Domain Secure) is an authentication system used to protect buyers and merchants from falling into payment scams. This system is supported by both International and

Domestic transactions and ensures secure payment processing. Essentially, this feature requires a customer to confirm and prove their identity before payment processing. This prevents fraud loss for the company.

Address Verification Service

This feature checks that the cardholder's address is verified through the card company and is connected to the credit account being used. These measures are used to create a secure online payment that prevents fraud and chargeback.

Tokenization

Tokenization replaces a card's PAN with a unique string of numbers or "tokens" that virtually mean nothing. This process takes the sensitive card data and encrypts it into something untraceable.

2. How Do I Prevent Fraud?

We see a trend each year of the number of fraudulent transactions and scams increasing. Scammers are relying on multiple methods like wire transfer, phishing, and identity theft. The [2019 Payments Threats and Frauds Report](#) analysis revealed that consumers and enterprises face new risks with everyday operations. As smart mobile devices gain more usage, scammers are learning to target payment apps and other features, as detailed in Section 3.5.

By following a few simple guidelines, merchants can more easily protect themselves from fraud. Note that these guidelines are most effective when practiced as a whole.

- Educate your team and customers on the latest fraud trends
- Run frequent security checks with antivirus software
- Keep all records regarding past orders
- Update your website and change tokens/logins regularly
- Be conscious of scams and prepare to respond promptly
- Partner with a trustworthy payment processor that will provide you with automated fraud-prevention tools.

3. How Do I Manage Fraudulent Chargebacks?

Chargebacks occur when a customer is charged for a transaction that they do not recognize. When they alert their financial institution, an investigation takes place, and if the customer is revealed to not have authorized the transaction, the merchant is forced to resend the payment. This contributes to a loss for the merchant.

When faced with a chargeback, verify that the customer is not simply requesting a refund to be handled by the merchant directly. You can also be faced with a chargeback due to an unrecognized purchase from a family member.

For a merchant to protect themselves, it's best to update your website and provide a clear return policy. Above all, be honest and responsive to your customers and earn their trust.

Final Thoughts

Fraudulent charges are not fun for merchants or customers. This can create distrust in a consumer and result in a financial loss for the merchant. Remember always to be conscious of suspicious activity and to analyze all of the resulting data carefully.

When faced with fraud, never hesitate to appeal to professionals. At PurePay, our duty is to maximize your online payment security and keep your data safe from possible leaks.