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Posted On: 7/20/2009

### New Consumer Research Underscores Need for Greater Payment Security

Seventy-three percent of consumers surveyed in the United States, France and Great Britain say that more stringent standards are required before they will trust the security of their credit card transactions. And almost half (46 percent) are concerned about the potential for a security breach when paying with their credit or PIN-based cards, according to an international survey released today by the [Secure POS Vendor Alliance](#) (SPVA), a non-profit business organization created by [Hypercom](#), [Ingenico S.A.](#) and [VeriFone](#). SPVA focuses on standardized implementation of existing security standards, security of the payment device lifecycle and security threat analysis and intelligence.

Growing awareness of data breaches that industry experts have been working to combat for years, leads 62 percent of consumers to feel particularly worried about using their card and PIN to make a purchase if the outlet had suffered a data breach.

Eighty-four percent say that companies that suffer a data breach should be required to make the incident public, reinforcing the idea that vendors and retailers run the risk of devastating their brand if a breach occurs.

Sixty-five percent of respondents report that they are often or always concerned about Internet fraud. However, those fears may be unfounded. Only 43 percent of those who reported having their security compromised believe it happened online. This finding is in line with prominent research, including the 2007 Identity Fraud Survey Report by Javelin Research.



## RESTAURANT Executive Summit 2009

Sept. 16 - 18, 2009  
Ritz-Carlton Orlando, Grande Lakes  
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### Web Events

#### POS Hardware Showcase: A Power-Hour of Leading Solutions

September 1, 2009 | 2 p.m. ET

##### Panelists:

- Abigail Lorden, Editor-in-Chief, *Hospitality Technology*

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Join *Hospitality Technology* and product specialists for an overview of leading hospitality point-of-sale hardware solutions.

#### Leverage the Power of Hotel Infrastructure to Deliver Advanced Guest Services Today

July 29, 2009 | 60 min.

##### Panelists:

- Darrin Pinkham, CHTP, President, **DP & Associates Hospitality Technology Consulting, LLC**

- Case study perspective on **Hampshire Hotels and Resorts**

- Randy Knight, Global Hospitality Account Director, **Alcatel-Lucent**

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### White Papers



#### After the Meltdown: Consumer Attitudes and Perceptions about Loyalty Programs in the Post-Recession Economy

7/20/2009

U.S. consumer participation in rewards programs is on the rise across multiple demographic segments, according to COLLOQUY's latest white paper, *After the Meltdown: Consumer Attitudes and Perceptions about Loyalty Programs in the Post-Recession Economy*. Examine the loyalty trends across six different consumer segments, and learn why participation in loyalty programs has jumped nearly 20 percent since 2007.

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