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Security Concerns When Processing Credit Card Payments Online

As an online merchant accepting credit card payments, you have numerous security issues that you must be aware of for the safety of your business and your consumers. At this time, there are two main aspects of credit card security for credit card processing, including "AVS" and "CVV". Both allow credit card transactions to be completed anonymously over the internet, and any merchant accepting credit cards online should require both forms of information of your customers.

Address Verification Service (AVS)

Address Verification Service also known as "AVS", was created as a way to determine if the address provided in an online payment form matches the address that is associated with that particular credit card account. This is one way to help ensure that the person who is entering the credit card information online, is the actual credit card account holder. While the AVS is not required to actually process online credit card transactions, if it is provided the payment processor will send a response back with details of how much of the address provided matches the address on the credit card.

An online credit card payment will not be declined if the address is entered wrong, it becomes the merchant's decision to decide what to do if the address only partially matches or not at all. You have the option of denying the sale, requiring the buyer to submit additional information, or giving them the opportunity to correct the address submitted, before processing the transaction.

Card Verification Value (CVV)

The card verification value known as "CVV" and sometimes referred to as the CVV-2, is the three to four digit number found on the back of American Express, MasterCard and Visa cards. This number is never listed on any credit card statements or receipts, so that if an individual has found a credit card statement in the trash, they will not be able to complete a sale requiring the CVV code to be entered for verification purposes. The reason for this number not being listed on anything but the actual credit card itself, is when a customer is able to enter the CVV code, it is looked at by the processor as a strong indication that the customer has the credit card in hand. This increases the potential of the card belonging to the person who is attempting to use it to make a purchase online.

Most credit card fraud online occurs when a thief has found a discarded receipt or a thrown out credit card statement, but by requiring the CVV code, the merchant can eliminate that type of fraud.

If the CVV number is entered but is incorrect, that transaction will be declined by the credit card issuer.

Providing Consumers with Top Security

If you are going to accept credit cards online for payment for products or services offered through your website, it's imperative that you provide your customers with a guarantee that you're protecting their credit card information.

Credit card processing normally requires that the customer's card information is transferred about four times, which means there are four chances when someone could gain access to the cardholders details. When a customer first sends the credit card information to you via your online shopping cart or web based form. You are solely responsible for the security of their card information at this stage in the credit card transaction process. Making sure you have a secure server and a valid security certificate with the https protocol will protect and encrypt private information you receive from customers online.

You will want to be sure that the credit card transaction processing software you use for your business is secure by using a reputable processing company. As customer information is moved in and out of a database through the transaction process, the security must be top of the line- and this is ensured by choosing a solid company that offers encrypted software for this part of the process.

Finally, when customer credit card information is viewed or handled by you or anyone inside your company, it is just as important that you ensure security at this stage as well.

Looking to find the best deal on your [Merchant Services](#), then visit www.tailoredtransactions.com to find the best advice on [payment processing](#) solutions for your business.

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