



CB OFFERS ECOMMERCE MERCHANTS A NEW SERVICE TO FIGHT FRAUD AND REDUCE CHARGEBACKS

PARIS (France), TORONTO (Canada), December 14th 2018

The CB Alerts portal, developed with Ethoca, allows ecommerce merchants to collaborate with card issuing banks in near-real-time to fight fraud, reduce chargebacks.

CB Alerts: Now Available

The CB Alerts portal provides e-merchants with an early warning of cardholder confirmed fraudulent transactions and creates a valuable window of time to prevent a fraudulent sale, stop the shipment of goods and/or interrupt the provision of services. E-merchants can therefore limit the risk of fraud and delinquency-related losses and reduce the number of complaints from otherwise defrauded customers.

CB Alerts: A win-win partnership for e-merchants and banks

E-merchants subscribing to the CB Alerts service receive notification of fraudulent transactions as soon as cardholders report piracy, loss or theft of their payment card to their bank. E-merchants then may cancel the sales process and avoid the dissatisfaction of their customer. For large, high volume e-tailers, CB Alerts automates the notification process for greater operational efficiency.

The CB Alerts portal is highly secure, with a strong user authentication process, and complies with regulatory requirements for data protection (GDPR compliance and PCI DSS certification).

"We launched CB Alerts as part of our desire to enrich the services provided to merchants and banks. Security is in the DNA of CB, along with the implementation of the PSD2, RTS and strong authentication this portal will help to fight ecommerce fraud." says Philippe Laulanie, CEO at Groupement des Cartes Bancaires CB.

"Ethoca is honored to have been chosen to work with CB to help e-merchants and French banks reduce fraud and eliminate the need to raise chargebacks," said Trevor Clarke, EVP Business Development at Ethoca. "Merchants are now able to take immediate action in cases of confirmed fraud and are free to focus on growing their business and offering their customers exceptional experiences."

Press Release

ABOUT CB



CB, intégrateur d'innovation.

Founded in 1984 in order to create an interoperable universal card payment system and a cash withdrawal system in ATMs in France, Groupement des Cartes Bancaires CB (CB Bank Card Group), a non-profit organization, is the governing body of the CB card payment system. In 2017, CB had more than hundred banks and payment institutions members in the world.

CB defines the overall structure of the system, interbank rules, procedures and manages risks. CB also defines the technical and safety standards and ensures that the products and services used in the CB system meet the requirements of these standards. CB also incorporates the specifications of other payment systems to provide expanded service to its customers and a more simple service to merchants. In addition, CB operates on an information system, offering its members powerful data mining tools to fight against fraud.

CB is the leading payment system in France with, in 2017:

- 68.3 million CB cards in circulation
- 55 810 ATMs
- 1 610 000 CB merchant contracts
- 11.90 billion transactions, for a total amount of 564.6 billion euros in 2017 slightly more than 40% of the domestic consumption using a CB card

To learn more, visit: www.cartes-bancaires.com

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ABOUT ETHOCA



Ethoca is the leading, global provider of collaboration-based technology that enables card issuers, ecommerce merchants and online businesses to increase card acceptance, stop more fraud, recover lost revenue and eliminate chargebacks from both fraud and customer service disputes. Through the Ethoca Network – the first and only of its kind in the industry – we are closing the information gap between card issuers and merchants. This unique capability makes fraud and customer dispute insight available and actionable in real time.

Our suite of services delivers significant revenue growth and cost saving opportunities to more than 5,400 merchants in 40+ countries and more than 4,000 card issuers in 20+ countries. Eight of the top ten North American ecommerce brands, 14 of the top 20 North American card issuers and six of the top ten UK card issuers rely on Ethoca solutions and the network that powers them.

To learn more, visit www.ethoca.com

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