



Le GIE des Cartes Bancaires GB

## **Stickers on GB cards: a practice contrary to GB rules**

Paris, 16<sup>th</sup> June 2008

Marketing of stickers which can be placed on GB cards has appeared on the Internet and has recently been advertised and reported in the media.

In the light of this, the Groupement des Cartes Bancaires GB would like to point out that this practice is contrary to the provisions of the GB card holder contract, specifically the security related provisions, and infringes established interbank rules. It is therefore prohibited under the GB system.

Apart from adversely effecting the image of the GB system, the reputation and property of GB card issuers, this practice is not in compliance with current visual security and co-branding rules. It may also damage the integrity of the card and card readers, encouraging fraud and counterfeiting in general.

Taking these various factors into account, the Groupement des Cartes Bancaires GB has begun legal proceedings in the form of summonses against two companies involved, requiring that they cease advertising such products which use the GB image, cease the production and marketing of stickers intended for or usable on GB cards, and also destroy any stocks of stickers already produced.

Members who market GB cards have been advised of the action taken by the Groupement des Cartes Bancaires GB and are informing their customers that the use of such products is a practice contrary to rules.

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