



Smart Payment Systems, Ltd.



ISSUE 2

SMARTSOLUTIONS

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TIPS TO PROTECT YOUR CUSTOMER DATA

Increased Risks. Identity Theft is growing rapidly. Each year thousands of victims have their personal information used by criminals to commit financial fraud such as creating false accounts in another's name. These crimes are growing because more personal information is collected and retained than ever before, and the risks of theft multiply every time that information is transmitted or retained or disposed of in an unsafe manner. A disturbing number of cases are inside jobs conducted by individuals who have access to an organization's sensitive data.

Customer Trust and Loyalty. Consumers are becoming wary of giving out information, and are learning more about their right to privacy every day. Increasingly, they are holding organizations responsible for protection of their personnel information, not just through the law, but also through the marketplace. If businesses lose consumer confidence and goodwill, it is their bottom lines that will suffer.

So how do you Reduce the Risk?

First of all, assess you business. Assign someone, or take the responsibility yourself, to oversee the management and security of information you collect.

Secondly, determine how much information you really need to collect and store. How is it protected?

Third, make sure you are using client data ONLY for the purpose stated publicly to clients. Encrypt your data and make sure to update and change access passwords monthly.

Four, check your systems often for suspicious activity. Check the audit trails available on your network.

And fifthly, be open about your policies and practices. Tell customers about the steps your company takes to protect their information.

Customer confidence is the most critical element noted for companies. Make sure you are doing all you can to secure it and keep it.

And finally, make sure your debit and credit terminal was acquired from BNA Smart payment Systems, recognized world wide as the most secure terminal and transaction service provider.

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PRESIDENTS MESSAGE:

In last month's issue we told you that Identity Theft is Canada's fastest growing crime. Statistics say that 1 in 4 Canadians will be victims of this faceless crime this month alone.

As Canada's most secure credit and debit card transactions supplier BNA is dedicated to helping our customer's protect themselves and their businesses.

Take a look through the following tips to protect your customer's data and if you have any questions, or need help, give [Todd Frenette](#), our VP of Sales a call at [905-726-9753 ext. 103](#), or visit us at [www.bnasmartpayment.com](#).

All the best!

Matt Moore





Smart Payment
Systems, Ltd.



Customers, when they see the Banksys terminal from BNA will know you the Merchant are serious about protecting your customers.

About BNA

BNA Smart Payment Systems offers businesses globally a secure alternative to higher cost and less flexible POS transaction automation systems. We provide credit and debit card payment terminals and transaction handling services involving all aspects of POS credit, debit and stored value card processing. As the industry approaches 2010, BNA customers also will be equipped to make an easy and affordable transition to Chip and PIN systems.

BNA enjoys a powerful strategic alliance with Banksys of Brussels, a world recognized payment solutions provider known for innovation, security and reliability. In June 2001, BNA was appointed by Banksys to develop and certify payment software applications for North American Financial Institutions. The same year, BNA was give exclusive distribution rights for Banksys electronic payment products (terminals) in Canada and the United States

Today, BNA has certified credit and debit payment applications with more than eight payment processors, serving industries such as General Retail, Restaurant, Entertainment and Professional Services.



SPECIAL PROMOTION

BNA WEBINAR

You've spent a lot of time and effort bringing customers to the point of experiencing your products and services.

They are ready to show you the money.

How much is their payment experience worth to you?

At BNA, we believe that your customers experience making a payment creates a lasting impression for your company.

Make it:

- Easy & Convenient
- Hassle free
- Worry free

Join us at **11 am EST** for a **Live Webinar on Wednesday November 5th, 2008.**

Topic: Getting CHIP and PIN Ready with BNA Smart Payment Systems

Register Now!

Call 866.390.9238 and speak to Debbie

Think you are stuck with your current transaction supplier because it costs too much or takes too much time to change? Think again. At BNA we take care of all the details for you. Simply let us know you'd like to install the most secure transaction services in your business and we'll take care of the rest.

GET STARTED NOW!

Join us for our Getting CHIP & PIN Ready tutorial, sign up now.

Call us today, or visit
www.bnasmartpayment.com
for more information