

## BluePay, a Top Credit Card Processing Company, Responds to PCI Deadline with End-to-End Encryption

*Leading merchant account service provider BluePay provides End-to-End Encryption security as PCI compliance deadline quickly approaches.*

**Online PR News – 23-June-2010** CHICAGO – BluePay, a leading [credit card processing](#) company that provides advanced payment solutions for small and large businesses, now offers End-to-End Encryption (E2EE) for merchants that must meet requirements for the Card Associations compliance deadline. As of July 1, 2010, to comply with PCI standards all merchants must ensure that the processing equipment and technology they are utilizing is PCI compliant. Merchants must adhere and implement security measures to keep customers' sensitive data safe from fraud. BluePay's E2EE solution provides the tight security and data encryption that merchants need to achieve or increase compliance.

"These PCI requirements are a huge step forward in reducing credit card fraud and increasing customers' security. While merchants may have concerns regarding the immediate costs of security features such as E2EE, they must also keep in mind that they are liable for breaches and fraud that take place due to compromised data from their payment process," said Kristen Gramigna, director of BluePay. "With E2EE, credit card numbers and data is encrypted from the point of sale to authorization and every point in between, not only keeping cardholder data safe, but saving merchants from hefty fines should a theft or breach occur."

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By encrypting credit card information during point-of-sale transactions, customers' sensitive data becomes useless to hackers and thieves trying to access credit card numbers while in transit. E2EE keeps data safe throughout the entire payment process, providing a highly advanced and sophisticated form of protection on which consumers and retailers can heavily rely.

In addition to E2EE, BluePay offers security features such as PCI compliant [payment gateways](#), software and data storage facilities, minimizing merchants' risk of liability and increasing customers' safety and confidence.

"At BluePay, we are committed to providing the highest levels of service and security. Our solutions work to streamline the credit card payment process as well as protect customers and merchants from the unfortunate losses that occur through credit card fraud and security breaches," said Gramigna. "We encourage retailers to take every step in complying with PCI standards, and we will help them every step of the way."

About BluePay: Providing the highest level of data security in the industry, BluePay (<http://www.bluepay.com>) helps local and global merchants to make payment processing simple and fast.

BluePay is a full-service, Tier 1 credit card processor based in Naperville, Illinois, with offices and data centers located across the United States. The firm leverages extensive industry experience and a comprehensive suite of [credit card merchant account](#) services to provide a complete system of credit card processing solutions with competitive rates.

## Image Gallery



BluePay - A Leading Merchant Account Provider

## Media Information

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