

## DMA Virtual Seminars

### The Critical Importance of PCI Compliance: How to Prevent Penalties

The Payment Card Industry Data Security Standard v 1.1 (PCI) is required of all merchants who accept, store or transmit credit card data. The requirements are complex and include the following:

- Policies
- Procedures
- Training aids
- Employee handouts
- Quarterly penetration scans

Comply with the requirements listed above, and there is good news for proactive merchants like you! This virtual seminar will explain the risks of non-compliance, the upside for compliance, and the most efficient ways to handle consumer data. Partake in this seminar and clearly learn the ins and outs of PCI. You will gain an understanding of the specific requirements of PCI, the reporting requirements, sources for assistance and what to do if a breach occurs. The speaker, Ross Federgreen, is a veteran of electronics payments issues with clients in the Fortune 1000 and a leader in the field.

#### Speaker

---

**Ross Federgreen** is founder of CSRSI, the leading independent consultancy in electronic payments. He has performed hundreds of payment system consultations for companies ranging in size from start-ups to Fortune 100's. He has lectured widely and authored numerous articles. Ross is a professional member of the Electronic Transaction Association and the Computer Security Institute. He has worked on consulting projects for the US Senate, USAID, The Rockefeller Fund, McKinsey & Co as well as Booz-Allen-Hamilton. He received his doctorate from Yale University.