



Steve Smith
CEO

Dominion Voice And Data Alerts Business Community About PCI Compliance

Leader in Business Technology Informs Companies on How to Securely Handle Customer Credit Cards

Midlothian, VA – December 20, 2017 - Dominion Voice and Data a leader in managed technology services, announced today that the organization is educating business owners on the potential risks facing any organization that accepts, stores and utilizes customer credit cards. The Payment Card Industry Data Security Standard (PCI DSS) applies to any organization, regardless of size, and it imposes rules on business owners who work with customer credit cards. The intention behind the regulations, are to keep customer data secure from breaches; however, businesses that are not in compliance could face up to tens of thousands of dollars in penalties and fines. There are very simple solutions to mitigating these risks and as fellow business owners, the leadership at Dominion Voice and Data is sharing these risks and their solutions with the business community, in order to keep companies protected from obscene fines.

When accepting sensitive credit card information, businesses need to assess several risks. The first major risk is a disgruntled employee stealing a customer's credit card and utilizing that information for personal purchases. While these types of infractions are usually caught quickly, especially with the proper monitoring technology in place, customers can be reimbursed for fraudulent purchases. Unfortunately, the damage done to customer trust is often irreparable. The fact of the matter is that customers,

who experience a data breach with a merchant, are extremely likely to avoid using that merchant, ever again. In other words, lackluster security measures here could cost a company dearly, not only because of the up-front fines but because of the negative word-of-mouth that usually follows an incident like this. To solve this issue, businesses can follow the comprehensive list of steps laid out in the PCI DSS that explains the measures a business can take to protect themselves from this liability, including actions such as encryption and limited-levels of access.

"Every single customer we work with is already doing their best to protect customer data; however, they are usually missing key elements that could get them in big trouble," stated Steve Smith, CEO of Dominion Voice and Data. "Oftentimes we see businesses take customer credit card information over the phone and then write it down, so that it can be added into the computer system at a later time. However, one big mistake we've been noticing is that businesses are storing customer credit card information for longer than 5 days, which is strictly prohibited by these regulations. This is a perfect example of how business owners with positive intentions, end up paying big fines for being undereducated on these matters," concluded Smith.

The greatest risk facing business owners and credit card security is hackers. Their methods are constantly evolving and hackers are always finding new ways to attack businesses, the standards for PCI compliance are always changing as well. "Businesses can go to the PCI Security Standard

Council's website to view a comprehensive list of best practices or if they don't want to have to comb through all the details, they can call a managed technology services provider, like Dominion Voice and Data for example, and they should be able to conduct a PCI network analysis and advise them on a few key areas to pay special attention to," added Smith. "If your managed services provider is unaware of PCI compliance, you may want to consider reevaluating your relationship with that provider."

About Dominion Voice And Data

Dominion Voice and Data is Central Virginia's Leading Business Phone Systems, Data Network Solutions, and Cloud-Based Managed Services Company. Our mission is to advance our client's business goals through delivery of superior technology solutions and world class support.

At Dominion, we are your trusted technology adviser and reliable business partner so that we can design you a solution that fits your business model.

Dominion Voice and Data is committed to maintaining the confidentiality of information that belong to our customers, especially Protected Health Information. To that end, we adhere to the requirements of the HIPAA Privacy Rule and the HIPAA Security Rule. We comply with all Business Associate obligations under HIPAA/HITECH, enabling Dominion Voice and Data to provide the highest level of services to our customers involved in the healthcare professions.

