KEEP CUSTOMER DATA — AND YOUR BUSINESS — SAFE

CUSTOMER DATA IS A VALUABLE ASSET. It can also leave your business (and your customers) open to a variety of threats. **TAKING STEPS TO** secure sensitive information **CAN HELP YOU** protect your business, strengthen your reputation and build trust and loyalty with your customers.

Here are a few important steps you can take to protect your business and customers:

SECURE YOUR SYSTEMS

BE SMART ABOUT PASSWORDS: Change them regularly, make them complex and avoid sharing them

INSTALL SOFTWARE UPDATES: Install patches and updates for software promptly

EMPLOY AN ANTIVIRUS: Regularly scan for threats

PROTECT YOUR CUSTOMERS

USE A FIREWALL: Make sure it's properly configured to prevent hacking

MINIMIZE STORAGE: Only keep necessary data, adhering to PCI standards

PROTECT STORED CARD DATA: Encrypt or tokenize for added security

BACK UP YOUR INFORMATION: Regularly back up critical information

MAINTAIN YOUR TERMINALS

INSPECT EQUIPMENT REGULARLY: Regularly check for issues and take photographs for comparison

ENHANCE BUSINESS SECURITY

LIMIT ACCESS TO DATA: Restrict to a need-to-know basis

CONDUCT SECURITY TRAINING: Educate staff on security practices to prevent breaches

Learn more about data security at americanexpress.com/datasecurity

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