

The logo for FreedomPay, with 'FREEDOM.PAY' in a blue, sans-serif font and 'PAY' in a grey, sans-serif font.

## The Freedom to Pay in New Ways

**Every business has two concerns when it comes to payments: the risk of a data/security breach and the complexity and burden of meeting and maintaining PCI compliance.**

But when it comes to hospitality, things get even more complicated. Those in the hospitality industry have to navigate a continually evolving payment landscape while at the same time maintaining a superior customer experience.

Fortunately, there's FreedomPay, the leading payment commerce platform. It is the only PCI validated P2PE with EMV solution that can help absorb the many burdens of payment compliance within the hospitality industry, while at the same time ensuring a secure and enjoyable customer experience for guests.

### **Pay-at-Table Solution: A Secure, Fast & Convenient Payment Experience**

FreedomPay's PCI-validated P2PE Pay-at-Table solution provides seamless payment options that allows guests the freedom to pay their check right at the table. It's a secure, fast, and convenient payment experience that also accommodates popular mobile wallet solutions like Apply Pay and Android Pay, in addition to more traditional payment methods such as EMV cards and mag-stripes. Simply put, guests can now pay the way they want to, directly at the point of service.

## The Industry's Only PCI Validated P2PE Pay-at-Table Solution

Protect your business and your guests from security breaches with a solution that is built to fit your business. The FreedomPay Platform is an integrated toolkit for point-of-sale partners that combines all the benefits of PCI validated point-to-point encryption (P2PE), offering significant cost savings to merchants by reducing the scope of PCI compliance and decreasing the risk of a security breach.

## Minimize Fraudulent Charge Liability

In the past, most major credit card companies would eat the cost for fraudulent purchases, but these days the responsibility falls on the weakest link in the payment chain — or simply put, the link with the weakest fraud protection. Merchants are now required to start accepting chip cards (EMV), or face the possibility of getting charged for fraudulent card purchases.

Those in the hospitality industry have been slow in transitioning to EMV because of the lack of viable solutions in the market. That means restaurants are often left holding the bag. A pay-at-table solution is required for guests to be able to control their card and use EMV, so in the future, those in the hospitality industry are essentially going to be required to offer a pay-at-table solution, or face more charges.

## Validated P2PE & Tokenization

FreedomPay's seamless integration with major POS systems provides a cost-effective way to comply with PCI standards. With P2PE and Tokenization, cardholder data is completely removed from the POS system and replaced with surrogate values, rendering the data useless to hackers.

## Future Proof Your Business

FreedomPay payment solutions are EMV compliant and equipped to handle any new payment technology developed to enhance the customer experience.

## Improve Staff Productivity

Reduce the time servers spend on payment transactions and increase table turns to accommodate more guests by offering a payment solution that allows guests to pay without staff assistance.

FreedomPay offers a convenient way for guests to pay at the table with some of the best security measures in the industry, allowing those in the hospitality industry to provide their guests with a better customer experience without incurring added costs.

Furthermore, in the future, restaurants are going to be required to accept chip cards with an additional, required PIN. Fortunately, FreedomPay is on top of that too, with a "Chip and PIN" solution that can be turned on at any time.

# FREEDOMPAY

Visit [www.FreedomPay.com](http://www.FreedomPay.com) to learn more or call (888) 588-9010 or email [sales@freedompay.com](mailto:sales@freedompay.com) to speak to a sales representative.

© 2019 FreedomPay, Inc.

