TAYLOR

Data Security Technology

Reduce reputation and financial risk with Taylor's investments in proprietary technology

Why Gift Card Security Matters

The popularity of gift cards is on the rise and brands must treat data security as a vital long-term issue — not a passing fad that can be ignored.

- Gift cards are low-hanging fruit for fraudsters. The cards are largely anonymous, often go unnoticed when missing and their theft is less likely to lead to prosecution.

- Data breaches are a growing concern as fraudsters focus on product characteristics such as the encrypted access codes found on gift cards.

- Post-breach card recalls result in significant costs that threaten the profitability of the product.

The Risk is Real

$74 MILLION

in gift cards was *reported stolen* in the third quarter of 2019, an increase of $21 million year over year.[4]

The Taylor Solution

Taylor leads the industry with data security technology that protects your brand — from the card production process all the way through redemption by the recipient.

- Our sophisticated production and data processing infrastructure scales to support the world's largest and most complex gift and loyalty card programs.

- Recent investments ensure our security architecture is continuously optimized and increasingly impenetrable.

- Data security is assured with inventory "lockdown" technology that instantly deactivates cards and strips them of their value.

- Swift implementation of incident management processes reduces the likelihood of negative press or brand backlash.

Consumers Demand Answers

81% **OF CONSUMERS**

would *stop engaging* with a brand online following a *data breach*.[5]

Contact Us

Want to see how Taylor's state-of-the-art security technology can safeguard your brand?
Contact your account executive for more information.

Sources

1 Youn, Soo, "The Capital One data breach is alarming, but these are the 5 worst corporate hacks," July 30, 2019

2 Adamczyk, Alicia, "Your gift cards are a top target for scammers this holiday season," CNBC.com, November 8, 2019

3 Hanley, Erik S., "Three men tampered with thousands of gift cards in the Milwaukee area in a multi-state fraud scheme, complaint says," November 22, 2019

4 Vultaggio, Maria, "Gift Card Scams Are Rising in the U.S.," November 22, 2019

5 "Trust and Accountability in the Era of Data Misuse," Ping Identity, October 8, 2019