



For Immediate Release
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East Texas Professional Credit Union Announces Implementation of EMV Chip & Signature Technology on Debit Cards

(Longview, Texas) --- The management staff of East Texas Professional Credit Union has announced that East Texas Professional debit cards that are issued by mail have been upgraded to feature an additional level of security in the form of EMV Chip & Signature Technology.

The new debit cards issued feature an embedded microchip on the front of the card, as well as the traditional magnetic stripe on the back of the card. The embedded microchip provides unique data specific to the card and the transaction being processed each time it is used at chip-enabled terminals.

“The EMV chip gives our debit cards added security that will make the card extremely difficult to counterfeit,” said Chris Graham, ETPCU Vice President of Card Services and Fraud. “This will provide members with better protection from financial criminals, and is another instrument in our ongoing fraud prevention efforts.”

East Texas Professional Credit Union implemented the use of EMV Chip & Signature Technology on credit cards in 2015. EMV Chip & Signature debit and credit cards will continue to be compatible with existing non-chip capable devices.

East Texas Professional Credit Union is a full service financial institution with ten offices located throughout East Texas and a membership base of more than 60,000. Membership is available to anyone who lives or works in Anderson, Angelina, northern Cherokee, Gregg, Harrison, Henderson, Nacogdoches, Panola, Rusk, Smith and Upshur counties. Visit etpcu.org for membership information.

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