

Tips on Card-Not-Present (CNP) Transactions

The following are some steps merchants should consider on Mail Order/Telephone Order (MOTO) and eCommerce transactions:

- First-time shopper. Criminals are always looking for new merchants to steal from.
- Larger-than-normal orders. Because stolen cards or account numbers have a limited life span, criminals need to maximize the size of their purchase.
- Orders that include several varieties of the same item. Having multiples of the same item increases criminals' profits.
- Orders made up of big-ticket items. These items have maximum profit potential.
- Rush or overnight shipping. Criminals want their fraudulently obtained items as soon as possible for the quickest possible resale, and are not concerned about the extra delivery charges.
- Shipping to an international address. A significant number of fraudulent transactions are shipped to fraudulent cardholders outside of United States and Canada.
- Transactions made with similar account numbers. May indicate the account numbers used have been generated using software available online.
- Shipping to a single address, but transactions placed on multiple cards. Could involve account number generated using special software, or even a batch of stolen cards.
- Multiple transactions on one card over a very short period of time. Could be an attempt to run a card until the account is closed.
- Multiple transactions on one card or a similar card with a single billing address, but multiple shipping addresses. Could represent organized activity, rather than one individual at work.
- In online transactions, multiple cards used from a single IP address. More than one or two cards could indicate a fraud scheme.
- Orders from Internet addresses that make use of free email services. These email services involve no billing relationships, and often there cannot be either an audit trail or verification that a legitimate cardholder has opened the account.

NOTE: Despite what many merchants think, copying cardholders' driver's license and having them on camera may be helpful only if you file a civil law suit against them in a court of law. This will not be of help in winning transaction disputes. Visa and MasterCard's guidelines on dispute resolution do not consider these documents to be of any value.