



E3™ PROVIDES THE HIGHEST DEGREE OF SECURITY AVAILABLE ... WITH NO EXTRA FEES

Heartland Payment Systems®, one of the nation's largest payments processors, leveraged its unique experience and knowledge to develop E3 end-to-end encryption. E3 technology protects your customers' credit and debit card data.

WITH E3, YOU GET THE STRONGEST SECURITY SOLUTION AVAILABLE THAT:

- ✓ Protects cardholder account data from the moment of card swipe or key entry — and through the Heartland network — not just at certain points of the transaction flow.
- ✓ Features layers of security using both software and tamper-resistant hardware — as well as Advanced Encryption Standard — AES — the most secure encryption available.

IMPLEMENTING AND MAINTAINING E3 TO PROTECT YOUR BUSINESS IS EASY AND COST-EFFECTIVE. E3:

- ✓ Doesn't require changes to your daily routine or business processes.
- ✓ Offers fast transaction speed.
- ✓ Doesn't require a large equipment investment ... you purchase the E3 terminal or PC-based magnetic stripe reader/wedge* at — or below — the prices of standard, less-secure processing equipment on the market today.
- ✓ Saves you time and money by continually changing encryption keys — so you don't have to.
- ✓ Lowers the cost of PCI compliance and the risk of being non-compliant.
- ✓ Includes EMV/chip card technology capabilities — which may be coming to the United States — and the ability to update encryption technology.

HEARTLAND DOES NOT CHARGE EXTRA FEES AND TAXES FOR THIS STATE-OF-THE-ART SECURITY.

Unlike other processors and equipment manufacturers who charge additional fees to keep you secure, Heartland does not charge any extra fees and taxes for this state-of-the-art security. We invested millions of dollars to develop this technology with the belief that you shouldn't have to pay more to be secure. That's why there are no added transaction fees, no monthly encryption fees, no key management fees, no activation fees, no insurance fees — or any other “junk” fees that may bring you no extra value ... saving you money.

PLUS, IN THE UNLIKELY EVENT OF A DATA BREACH WHILE USING E3, HEARTLAND — WITH ITS “E3 END-TO-END ENCRYPTION WARRANTY” — WILL REIMBURSE YOUR BREACH-RELATED FINES**.

* PC-based POS systems may require some integration by your POS provider.

** Reimbursement is subject to the terms and conditions of Heartland's “E3 End-to-End Encryption Warranty.” For more details, visit E3secure.com.



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