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Comments:

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I am a consumer, who has both debit and credit cards ("plastic"). Being informed of each cards' current security risks, I never use debit cards at any merchants' Point of Sale device, and never will. I only use Debit at the issuer's ATMs, which are encrypted, and even then, under a shroud to protect my PIN entry. I shrug off that I appear to others as wearing an Afghan woman's "bee-keeper's" burqa. For all else, it's a credit card, where I have 60 days from the statement date to catch the fraud. Failing that, it's cash (grandly assuming of course, that I'm not then a victim of currency fraud via a high resolution \$200 photocopier, which fed the ATM.) In essence, "plastic" has the equivalence to "C-4 plastique" on my accounts. A plague on both issuers' and merchants' houses, I say. This is USA 2011, after all. Does the FedRes get the picture? These precautions are so because I am informed of the lack of simple PKI chip debit and credit card security from both US issuers and US merchants, which causes much of both debit and credit card fraud. Alas, the PKI chip eliminates such easy fraud in the 27 nation EU, Switzerland, Canada, and even lowly Mexico, but why should the mighty US FedRes be concerned about 1%-2% fraud slop in a \$14 trillion economy? I would hope you would be, because only the rich consumer can long afford this. So here we have a frothy debate over interchange fees from the issuers and merchants, but no real, fine-enforced, implementation schedule for the PKI chip. Having read the US corporate issuer and US merchant comments previously submitted, I see that the consumer's simple request for current EU standard security for either of his card usage, is not a high priority or even a proposed FedRes requirement, in exchange for a higher interchange fee to support it. The failure of either issuers or merchants to implement PKI security is a failure of capitalism, and markets. It is up to the FedRes to demand this PKI security for consumers from both issuers and merchants, in exchange for whatever maximum interchange fee it sets. I believe you still have a legislatively required seat at the table on Capitol Hill to communicate this consumer's point; let's hear it. X