



July 10, 2018

To: Board of Selectmen | Town of Stratham NH
From: Francisco Marin, Chair | Stratham Fair Committee
Subject: Credit Card acceptance at the Fair 2018
CC: Paul Deschaine

Rationale for accepting credit cards at the fair:

- Historically, fair goers have consistently requested use of credit cards, particularly at the food shacks.
- We have had and will continue to have an ATM onsite. However, since we don't accept credit cards demand for cash is high, making it a challenge to keep ATM stocked. Last year our ATM ran out of money on Sunday and as a result we most certainly lost potential revenue.
- We already accept credit cards online from vendors and advertisers via PAYPAL. Accepting them during the Fair is the next logical step given the aforementioned demand and challenges.

After conducting research, the most suitable provider for this is Square. They are the front runner in the POS space offering both an economical and secure solution. Square brings technologies and monitoring to the small business that are typically only available to the largest of merchants. The cost is nominal at 2.75% per transaction which we expect to offset by additional revenue potential.

- Encryption and monitoring
 - The Square Reader keeps payment information safe by encrypting it as soon as it's received. Whether the card is EMV chip, magstripe or contactless, Square follows all appropriate protocols to ensure the data stays secure. There is monitoring until money is deposited into bank account.
 - Transactions are monitored to detect suspicious behavior from the moment it is processed to settlement. Square uses various algorithms to spot and freeze malicious or suspicious activity.
- Square is the merchant of record for every transaction, which means they do the heavy lifting for us. They take care of compliance and end to end processing
- Card-processing systems adhere to the PCI Data Security Standard (PCI-DSS).
- Square prohibits the storage of card numbers, magnetic stripe data, and security codes on client devices.
- Full details may be found here <https://squareup.com/us/en/security>

Although security and privacy of information was paramount in selection, the value add is beyond acceptance of credit cards. The POS terminal is a holistic solution also providing for management and accountability of cash transactions with extensive reporting capabilities for accounting and audit purposes.

The Directors are requesting that Board of Selectmen support and approve our use of Credit Cards at the Fair.