

Tips to Help Keep Customer Data and Your Business Safe

Customer data is a valuable business asset. It's also vulnerable to a variety of threats. When you safeguard sensitive information, you create customer trust and loyalty, strengthen your reputation and could even increase profitability.

Here are a few important steps you can take to help protect:



Your Computer Systems

Be smart about passwords. Change your passwords regularly, make them hard to guess and don't share them with others. Ask service providers about any default passwords you should reset.

Install software updates. Download patches you receive for your business software, internet browsers and mobile devices as soon as they become available.

Use anti-virus software. Install anti-virus protection and schedule automatic scans to routinely search for and identify potential issues.



Customer Data

Use a firewall to help prevent hacking. Find out from your service provider if your firewall is configured correctly, which can help protect you from hackers and malware.

Store only what you need. Talk to your service provider about what data you're storing and understand what is allowed to be stored under PCI Data Security Standard.

Protect any card data you store. Ask your service provider about encryption or tokenization technologies, which makes it more difficult to access customer data if breached.

Back up your information. To lessen the impact of a potential ransomware attack, conduct frequent backups of your essential information.



Your Terminals

Inspect equipment regularly. Take photos of terminals, cords and connections for comparison. Look for broken seals and new devices or cables. Alert your payment terminal vendor immediately if you have concerns.

Install patches. Terminal software glitches could leave you vulnerable. Ensure you're running the most up-to-date version by downloading any updates as soon as possible.



Your Business

Limit access to data. Make your sensitive information available on a need-to-know basis. Ensure employees have their own login credentials — don't share them.

Conduct security training. Criminals look for human vulnerability. Help keep your business safe by providing staff with simple, easy-to-follow security guidelines and tools.

Learn more about data security at americanexpress.com/datasecurity