

## **PCI DSS FAQs**

x But if you are **not** compliant, it could be disastrous:

- o Compromised data negatively affects consumers, merchants, and financial institutions
- o Just one incident can severely damage your reputation and your ability to conduct business effectively, far into the future
- o Account data breaches can lead to catastrophic loss of sales, relationships and standing in your community, and depressed share price if yours is a public company

o Possible negative consequences also include:

- Lawsuits
- Insurance claims
- Cancelled accounts