



September 30, 2009

RE: Merchant Number

Dear Valued Merchant

Thank you for choosing Hippo Charging Inc. for your payment processing needs. We value your business and want to continue helping you realize the benefits of our relationship. Part of our commitment is to inform you of changes that may affect your merchant account, including updates to your fees and the requirement of all merchants to maintain Payment Card Industry (PCI) Data Security Standards (DSS) compliance. Please take a moment to read this entire letter to learn more about our PCI Compliance Assistance Service Program, new applicable fees and how you can minimize your costs and risks by becoming PCI DSS compliant.

#### **PCI DSS Compliance Requirement**

The payment brands (American Express, Discover Financial Services, JCB International, MasterCard Worldwide and Visa Inc.) have mandated that all merchants who store, transmit or process cardholder information must maintain compliance with the PCI DSS. We, as your service provider, take the protection of customer and payment account data very seriously. We understand the risks and financial costs that a compromise can pose to your business. In support of this important mandate, we will begin requiring all of our merchants to validate their PCI DSS compliance status with us. However, we want to make the process as convenient as possible for you.

#### **Our Compliance Assistance Service Program**

Hippo Charging has established a relationship with Security Metrics, a leading provider of PCI audit and scan services. They are certified by the PCI Security Council as a Qualified Security Assessor (QSA) and Approved Scanning Vendor (ASV). Enrolling with SecurityMetrics will provide you with access to trained professionals to help your business comply with the PCI DSS. They will work with you to conduct an analysis of your account, assist with any necessary remediation efforts and help you certify your compliance. The service will guide you through the completions of your PCI DSS Self-Assessment Questionnaire (SAQ) and includes (if applicable) the required quarterly scans of your processing systems. To learn about SecurityMetrics and to initiate an analysis of your account, please choose from one of the following enrollment options:

- Online: [www.securitymetrics.com](http://www.securitymetrics.com)
- Fax: see the enclosed *PCI Enrollment Data Sheet*
- Mail: see the enclosed *PCI Enrollment Data Sheet*
- Phone: call Security Metrics toll-free at (800) 557-4684

Notes:

Hippo Charging...a payment solution company  
626-248-8837  
[www.hippocharging.com](http://www.hippocharging.com)

- When prompted for your Acquiring Bank or Merchant Processor," please select "Hippo Charging"
- When asked for the last 6 digits of your merchant number, please reference the merchant number listed at the top of this letter

Once your account is certified, Security Metrics will complete the validation process for you by notifying us of your compliance.

### **Applicable Fees**

Effective September 30, 2009, your merchant agreement will be amended to include the following fees:

- A \$79 Compliance Service Fee will be added to your Hippo Charging merchant account. This fee will be charged annually on or after September 30. This fee will allow us to continue providing you high lever support with respect to compliance standards put forth by the payment brands, the PCI Security Council and various government entities. As part of this fee, the SecurityMetrics services described above will be provided to you at no additional charge.
- A \$19.95 monthly Non-Receipt of PCI Validation Fee that may be billed in any given month your account is deemed non-compliant with the PCI DSS. To allow you time to complete the PCI DSS certification process, this fee will not be added to your account until December 25, 2009. If we do not receive validation of your compliance by December 25, your account will be billed \$19.95 on your December month-end statement and in each month thereafter until we receive the required validation. Please note that you must maintain PCI compliance at all times and recertify your compliance annually (or quarterly, if applicable) in order to avoid this fee in the future. In addition, we reserve all of our rights under the merchant agreement including, but not limited to, terminating your services for non-compliance with association rules and regulations.

Maintaining your merchant account with us or use of your merchant account on or after September 30, 2009 will represent your acceptance of these terms.

While participation in the PCI Compliance Service Assistance Program helps to mitigate the risk of a security breach or data compromise, participation does not guarantee or prevent a security breach or compromise.

We appreciate your business and understand that you may have questions. For additional information, the following reference materials have been enclosed:

- A list of *Frequently Asked Questions regarding PCI DSS*
- The *SecurityMetrics PCI Enrollment Data Sheet*

If you still have questions, we encourage you contact our Customer Service Department at the phone number printed on your merchant statement for additional information.

Sincerely,

Hippo Charging