

American Express

VERNON MARSHALL



THE **PUZZLE**
OF PAYMENTS **SECURITY:**

*Fitting the Pieces Together
to Protect the Retail Payments System*

Preserving Trust in Payments:

A history of transformation



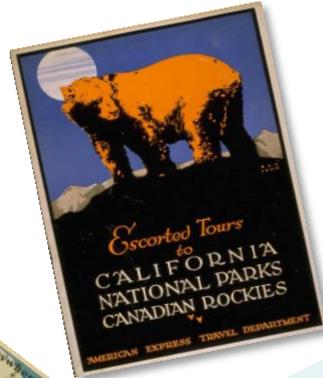
1850

Founded as
freight-forwarding company



1891

First Travelers Cheques
introduced



1915

Entered Travel Business



1958

Launched the first
American Express Card



1972

Pioneered the magnetic
stripe



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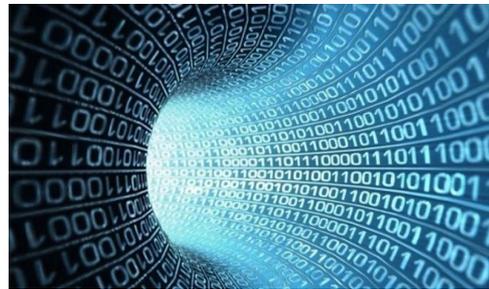
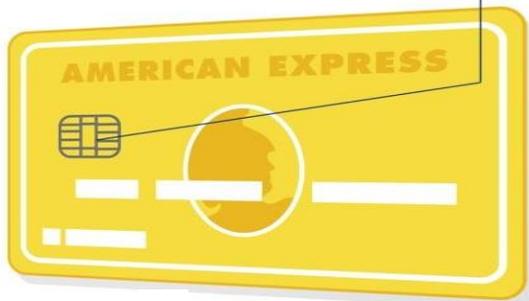
Preserving Trust in Payments

EMV

Machine learning

Fraud Alerts

EMV CHIP



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