



The Woodland Trust enhances telephone payment security thanks to PCI Pal®

[PCI Pal®](#), the secure payments provider to contact centres, has implemented its cloud-based Agent Assist payment security solution with [The Woodland Trust](#), to ensure all telephone-based transactions are securely handled and comply with PCI DSS.

The Woodland Trust operates a contact centre in Lincolnshire, UK, which handles around 3,000 payments every year. The Woodland Conservation charity selected PCI Pal to descope its contact centre and manage its telephone-based payments in a secure and compliant way.

Agent Assist removes the need for agents to handle any payment card information and instead allows the charity's supporters to enter their own payment information via their telephone keypad, using dual-tone multi-frequency (DTMF) masking technology. They are able to stay in constant contact with the agent during the entire payment process, and scripts can allow the agent to prompt the supporter when needed, without compromising on security and compliance.

Call times have shortened by up to a minute each, thanks to the efficiency of the new system.

Jon Carr, Support Services Manager at The Woodland Trust, said, "PCI Pal's Agent Assist is good for our organisation and it's great for our supporters – calls are more efficient, there's no onus on our staff to handle any card information and we are assured that our data handling practices are fully compliant and secure. Using Agent Assist sends a strong message to our supporters; it shows that we take data security extremely seriously.

"As a charity it's important that we can be transparent about how money is used, how we capture donations and demonstrate the importance we place on data security and compliance."

Tony Smith, Director – Strategic Accounts, PCI Pal, "First and foremost, PCI DSS compliance was fully achieved for The Woodland Trust. Personal data is safer and both customers and staff are less vulnerable, in terms of exposure and potential for fraud and this is demonstrated openly, allowing the company to nurture a more trusting relationship with its supporters."

The Woodland Trust is the largest woodland conservation charity in the United Kingdom. It maintains ownership of more than 1,000 sites across the UK and has more than 500,000 members.

The company was established by Kenneth Watkins OBE in 1972 to protect irreplaceable ancient woodland in the UK and restore woodland, which had already been damaged, including planting new native trees with a view to establishing new and resilient landscapes for future generations of people and indigenous wildlife.

For more information on PCI Pal visit www.pcipal.com, call +44 207 030 3770 to arrange a demonstration or follow PCI Pal on [Twitter](https://twitter.com/PCIPAL).

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Notes to Editors:

About PCI Pal

PCI Pal® is the specialist provider of secure payment solutions for contact centres and businesses taking Cardholder Not Present (CNP) payments. PCI Pal's globally accessible cloud platform empowers organisations to take payments securely without bringing their environments into scope of PCI DSS and other card payment data security rules and regulations.

With the entire product portfolio served from PCI Pal's cloud environment, integrations with existing telephony, payment, and desktop environments are simple and light-touch, ensuring no degradation of service while achieving security and compliance.

PCI Pal has offices in London, Ipswich (UK) and Charlotte NC (USA). For more information visit www.pcipal.com or follow the team on Twitter: <https://twitter.com/PCIPAL>

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