

PRESS RELEASE
20th April 2020



British Horse Society charity selects PCI Pal® to manage secure payments

The UK's largest equine charity, The British Horse Society (BHS), has selected [PCI Pal](#) to secure all its telephone-based payments for memberships, renewals and educational materials.

PCI Pal Agent Assist allows secure payments to be taken using dual-tone multi-frequency (DTMF) masking technology, meaning callers input payment card details using the telephone keypad. These tones are masked, so sensitive information is concealed throughout and payment details are automatically routed to the BHS' payment provider to complete the transaction, never entering their environment, vastly reducing the scope of PCI DSS.

Phil Penn, Network and Security Manager at The British Horse Society said, "We could see PCI Pal's Agent Assist offered a number of benefits: at no point would our team have visual or audible access to members' payment card details, nor is the information stored anywhere, resulting in descoping from the requirements of PCI DSS. It also integrates with our existing SagePay solution and comms providers, Gamma and IP6. We're PCI compliant, have enhanced the member journey and are providing confidence all round."

PCI Pal's cloud-based solution has enabled implementation to be conducted remotely, and payments can be taken by the charity's team, even while working from home during the pandemic.

Emma Day, the charity's Membership Director adds: "Our team is so customer service focused; we want our members to feel we have our arms around them with each and every contact. We therefore like the fact that we can maintain contact with callers and helpfully guide them through the payment process with PCI Pal, yet with peace of mind that the transaction is being handled as safely and compliantly as possible."

For more information on The British Horse Society, visit www.bhs.org.uk.

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](#).

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Notes to Editors:

About PCI Pal

PCI Pal is a leading provider of SaaS solutions that empower companies to take payments securely, adhere to strict industry governance, and remove their business from the significant risks posed by non-compliance and data loss.

Our mission at PCI Pal is to safeguard reputation and trust by providing our customers with secure payment solutions for any business communications environment including voice, chat, social, email, and contact centre.

We are integrated to, and resold by, some of the worlds' leading business communications vendors, as well as major payment service providers.

The entirety of the product-base is available from our global cloud platform hosted in Amazon Web Services ("AWS"), with regional instances across EMEA, North America, and ANZ. PCI Pal products can be used by any size organisation globally, and we are proud to work with some of the largest and most respected brands in the world.

For more information visit www.pcipal.com or follow the team on LinkedIn: <https://www.linkedin.com/company/pci-pal/>

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