

12.03 Taxicab Operating Regulations

P. Credit Cards

1. Effective January 1, 2010, every taxicab driver shall accept cash and all major credit, debit, and charge cards (collectively "Credit Cards") as payment for services rendered and shall accept any and all risk of non-payment. No additional charge shall be levied against a passenger for use of Credit Cards, nor shall any passenger be refused service for use of Credit Cards. Taxicab operators shall not set a minimum or maximum charge for any Credit Card transactions. Taxicab operators shall provide all Credit Card paying customers with a truncated copy of their sales draft or charge receipt clearly showing the amount and date of the transaction, the driver's "doing business as" name and street address, the driver's merchant account number, and the transaction's authorization approval code. The truncated sales draft or receipt shall not include the Credit Card's expiration date or any more than the last four (4) digits of the Credit Card's number.
2. Effective January 1, 2010, every taxicab vehicle shall be equipped with a fully-functioning wireless device that provides a secure Credit Card processing method, satisfies all Payment Card Industry Data Security Standard ("PCI DSS") requirements, and (i) encrypts any information transmitted to authenticate a Credit Card payment transaction for approval, (ii) generates a truncated printed sales draft or charge receipt, and (iii) accepts cards affiliated with all major Credit Card Associations including, but not limited to, MasterCard, Visa, American Express, and Discover Network. Manual imprinting machines are prohibited.
3. Effective January 1, 2010, all taxicab vehicles shall display decals announcing that passengers departing the Airport may use Credit Cards to pay fares and identifying the Credit Cards that will be accepted for payment. The required decals shall be displayed on all passenger doors, including sliding doors. The decals shall be visible from the interior and exterior of the vehicle.
4. It is expressly prohibited for drivers and/or taxicabs to share card processing devices of any sort at any time.
5. Every taxicab operator shall provide the Board or its designee with a copy of an approved merchant processing application or registration with an acceptable national Credit Card processing company or acquiring bank and a copy of the operator's merchant identification card or other evidence showing the operator's individual merchant account number. Every operator shall provide the Board or its designee with immediate notice of any changes in, or to, the operator's registration. An operator's Credit

Card processing company or acquiring bank must accept cards affiliated with all major Credit Card Associations including, but not limited to, MasterCard, Visa, American Express, and Discover Network, must adhere to and enforce all PCI DSS requirements, and must be able to process foreign currency conversions. The Board or its designee reserves the right to reject the use of any Credit Card processing company or acquiring bank which it considers, in its sole and absolute discretion, to pose a risk to the security of any Credit Card holder's personal or financial information or otherwise considers unable to meet passenger needs.

6. In the event that the Board or its designee discovers or is informed that any taxicab customer or passenger may have been subjected to any loss or damages, by fraud or otherwise, attributable to the use of a Credit Card as payment for services rendered, then the operator's Airport Taxi Use Permit shall be immediately suspended. If it is determined after a hearing before a Board-designated hearing officer that the customer's or passenger's loss or damages were directly or indirectly related to the actions of the taxicab operator (including, but not limited to, the operator's handling of cardholder information or selection of a Credit Card processing device or Credit Card processing company or acquiring bank), then the operator's Airport Taxi Use Permit shall be permanently revoked.
7. Every taxicab driver shall comply with all PCI DSS requirements as well as any relevant Credit Card Association rules and NACHA – The Electronic Payments Association rules. Every taxicab driver shall be responsible for becoming familiar with all applicable data security rules and standards, and shall be responsible for attending any training opportunities offered by the Credit Card processing company or acquiring bank.

12.04 Airport Taxi Lot

- O. In addition to any taxicab lines provided for elsewhere in these Rules and Regulations, the taxicab stand at the Airport shall maintain, for a limited time only, two (2) lines consisting of those taxicab drivers who have demonstrated the ability to safely and securely accept credit cards as payment for services rendered. The credit card lines shall be divided based on the short-trip and long-trip considerations otherwise provided for under these Rules and Regulations. The taxicab stand shall discontinue the additional credit card lines effective January 1, 2010.