

What are the consequences to my business if I do not comply with the PCI DSS?

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The PCI Security Standards Council encourages all businesses that store payment account data to comply with the PCI DSS to help lower their brand and financial risks associated with account payment data compromises. The PCI Security Standards Council does not manage compliance programs and does not impose any consequences for non-compliance. Individual payment brands, however, may have their own compliance initiatives, including financial or operational consequences to certain businesses that are not compliant.

Source: <https://www.pcisecuritystandards.org/faqs/1015/>