

BEYOND SINGLE-USE ACCOUNT NUMBERS

Single-use account numbers that stand in for actual account numbers were introduced 10 years ago by several companies as a way for consumers to



protect their financial data when shopping on the Web. If stolen, the single-use number is unusable. Start-up Kemesa's platform, called Shop Shield, builds on the notion of single-use account numbers and adds protection against phishing and identity theft because all personal information exchanged during the transaction also involves stand-in data. When a virtual Visa account number is created for the merchant, for example, so is stand-in infor-

mation for the cardholder's email, billing address, and phone number. Everything is handled from wallet software that fills in data automatically and gives consumers access to all of their payment accounts with one anonymous username and password.

In addition to single-use account numbers, Kemesa can generate numbers that can be used repeatedly, which makes them viable for subscription services and recurring bills. Consumers can pay \$9.99 monthly for an unlimited number of single- or recurring-use account numbers, or pay per-transaction fees that range from 49¢ to 99¢.

Consumers can register any general-purpose-type credit or debit card or demand deposit account with Kemesa, which stands in the middle of the transaction and generates a virtual Visa credit or debit card account number to pay merchants. Dollar Bank based in Pittsburgh is the Visa card issuer. Kemesa reaches the consumer's bank through

First Data.

Kemesa received a patent for its process in 2005. It has raised \$5 million in angel funding. Steve Bachenheimer is CEO at Kemesa in Aventura, Florida, (305) 776-1358, steve.

bachenheimer@kemesa.net.

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