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Raising the Quality
of Veterinary Care
for Your Horse

Dear Clients

Recently you received literature outlining our new financial contract for service payment with Finger Lakes Equine. We asked that clients keep a valid credit card on file with FLEP that we could use monthly to clear account balances.

Several of you have expressed concern over the methodology we would use to secure your financial data while in our care. To that end we have contracted with Heartland Payment Systems to professionally secure your credit card data. They comply with all Payment Card Industry (PCI) Data Security Standards in both the processing and storage of your information. Serving more than 250,000 clients they process 11 million transactions a day and over \$80 billion per year.

Each use of your credit card is secured from swipe to final processing using Heartlands proprietary E3 encryption.

When your credit card information is processed, Heartland converts that vital information to a meaningless “token” associated with your Finger Lakes account which can be processed repeatedly in the future but only through the secure interface of Finger Lakes and Heartland. The “token” in any other hands is useless. Heartland stores the actual information in its data vault where it is safe from would be hackers.

We have undertaken these measures and expenses because we take very seriously our responsibility to safeguard the financial information entrusted to us. We hope this information helps to alleviate your concerns. If you have further concerns or questions we may be reached at 607-347-4770.

The team at Finger Lakes Equine Practice:

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Brandon Wiese, Veterinary Technician

Shari Rossiter, Office Manager

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