



MasterCard Security and Risk Milestones

- 2002 Launches MasterCard SecureCode™, a global e-commerce security solution for protecting confidential cardholder data over the Internet. The new service overcomes two of the most pressing issues in e-commerce today: cardholder concerns about the safety of online shopping, and Internet merchants' need for an enhanced payment guarantee. MasterCard SecureCode works for both MasterCard® and Maestro® credit and debit transactions and is now being introduced broadly around the world.
- 2001 Launches Site Data Protection Service™ (SDP) to proactively assist online merchants defend against Internet hackers.
- Launches Secure Payment Application (SPA™), securing online credit and debit payments by authenticating cardholders.
- Mandates global compliance for issuers and acquirers to use Card Validation Code (CVC2) in authorizing and processing non face-to-face transactions, including online purchases.
- Announces an agreement with Mag-Tek to research and develop anti-skimming solutions. Pilot programs in the Asia/Pacific region are expected to launch by year-end 2001.
- Expands Fraud Reporting System for members to now report debit card fraud – in addition to credit card fraud - to MasterCard for analysis and comparison.
- 2000 Implements Zero-Dollar Liability policy for cardholders in North America.
- 1999 Launches client server-based “Fraud Advisor” to provide customized statistical fraud data to members.
- 1998 Implements biometrics pilot program at MasterCard headquarters.
- Endorses the Secure Electronic Transaction (SET) payment protocol for credit card payments over the Internet.
- 1995 Begins implementing chip technology.
- 1990 Creates member protection program, a combination of fraud monitoring technology and information evaluation.
- 1989 Develops Address Verification Service (AVS) for direct marketing merchants to validate billing addresses for mail and telephone orders.

- 1988 Includes Card Validation Codes (CVC) and other security features on cards for enhanced protection.
- 1984 Launches Banknet online for global transaction processes; authorizations now handled electronically.
- 1983 Pioneers hologram technology to help combat card counterfeiting; first application on payment card.
- 1974 Standardizes magnetic stripe for all cards.
- 1973 Develops system for merchants to obtain authorization via telephone and Paper Warning Bulletin – a hotlist of lost, stolen or canceled cards.
- 1969 Introduces Fraud Reporting System for members to report credit card fraud to MasterCard for analysis and comparison.

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