

Mastercard® Consumer Controls FAQ

What is Mastercard Consumer Controls?

Consumer Controls addresses consumers' desire for greater account control and security on how, where and when their cards and digital account numbers are used. With Consumer Controls, issuers can give consumers personalized easy-to-use tools that can help them manage their account and prevent fraud.

It enables consumers to use their web/mobile devices to conveniently:

- Specify financial and other controls to determine exactly where, when and how an account is used
- Receive personalized real-time alerts about account activity, according to their preferences

What are the benefits to consumers?

Consumers want to use accounts safely and responsibly. They are particularly interested in controls and alerts that will help them track spending and reduce fraud. In fact, 93 percent of consumers surveyed said that alerts are extremely or very valuable—with 80 percent saying alerts were a valuable security tool.¹

Research also indicates that Consumer Controls strongly resonates with consumers' needs. By giving them access to personalized real-time alerts and controls to safeguard against fraud and manage their spending, it provides consumers with:

- **Greater peace of mind** – Consumers can have confidence in knowing how and when their account is being used.
- **Enhanced financial control and insights** – Consumers receive information and alerts that help them manage spending across merchant categories or high-value transactions.

What are the benefits to issuers?

Consumer Controls enables issuers to meet consumer needs for greater security and financial control—while helping to improve both account usage and revenue via:

- **Increased account spend** – More than 1 in 3 consumers surveyed expect to spend more on an account with Consumer Controls¹—up to 29% more²
- **Top of wallet** – Consumers using similar services spend 6% to 20% more on their primary account¹
- **Increased consumer engagement** – Use mobile banking app or website more often—with 4 out of 5 are very/extremely likely to continue using such an account¹
- **Increased accounts** – About 4 in 10 plan to extend these account capabilities to others¹
- **Decreased servicing cost** – Decrease in customer service calls or branch visits—customers can easily switch account ON/OFF should they misplace it
- **Reduced fraud** – Consumers are aware instantly of the usage on their account

In what markets is it available?

Consumer Controls is available to issuers globally in all regions.

For which transactions is it available?

Consumer Controls is designed to support all Mastercard brands (i.e., Mastercard, Maestro®, and Cirrus®) as well as other payment brands, all segments (i.e., consumer and commercial), and all products (i.e., credit, debit, and prepaid).

What are the two different options for issuers?

Issuers can choose from two options:

- **Alerts** – Provides popular personalized transaction alerts and enables consumers to turn accounts on/off
- **Controls** – Provides a more comprehensive set of personalized alerts and controls that enable consumers to closely govern their spending

The ability to offer diverse functionality to consumers—enabling to take control of their account to enhance security and financial management—gives issuers a powerful way to potentially differentiate their account offering, drive top-of-wallet spend and reduce fraud.

What are the high-level implementation considerations for issuers? (i.e., coding, system changes, etc.)

Mastercard Consumer Controls is easy to implement using our multiple options for network-based or local on-premise deployment. Hosting Consumer Controls on the Mastercard network enables bundling of additional Mastercard services as well as network scalability, speed and enhancements through the use of APIs. When issuers prefer a distinct deployment within their own environment, on-premise deployment enables control of real-time transaction data, mitigates risk via Mastercard service contract for counterparty reassurance and fail-over, and provides access to delivery resources for implementation and service integration.

Our experienced and dedicated MasterCard technical team partners with issuers to develop a solution that best meets their requirements and enables growth and profitability.

How does it compare with similar type solutions?

Consumer Controls demonstrates our exceptionally strong commitment to building real-time data focused products that provide impactful insights to improve transaction decisions at the time of authorization, for both Mastercard and non-Mastercard processed transactions. With an enhanced user experience and multiple easy deployment options, our brand-agnostic solution can help issuers expand their value proposition to their customers.

How do issuers participate?

Issuers must enroll to participate by completing the Consumer Controls enrollment form.

In select markets globally, Mastercard mandates the use of transaction alerts. In these markets, issuers must minimally offer alerts based on transaction size. Mastercard also strongly recommends that issuers offer:

- Alerts for cross-border transactions
- Alerts for specific transaction channels (i.e., CNP, MOTO, etc.)

This requirement ensures all issuers minimally offer transaction alerts to their consumer credit, debit, and prepaid consumers—as well as their small/medium business consumers. For consumer and small/medium business consumers, issuers may employ Consumer Controls from Mastercard or any alerts solution that meets these minimum requirements.

What is the pricing?

The pricing of Mastercard Consumer Controls is highly competitive and reflects the value provided to consumers. Research indicates that the majority of consumers are interested in alerts and controls and would sign-up for the service within six months of being able to enroll—with four out of five continuing to use the service once enrolled.¹

Alerts pricing includes:

- One-time setup/implementation fee
- Monthly usage fee

Controls pricing includes:

- One-time setup/implementation fee
- Monthly usage fee per network active account
- Monthly minimum usage fee
- ICA or BIN addition fee per instance

Fees vary by region. Please refer to the Mastercard Consolidated Billing System manual for pricing details.

1. Mastercard Global Quantitative Insights Research. 2015.

2. Mastercard. US Pilot Results. January 2014-December 2014/June 2014-May 2015.