

MASTERCARD BIOMETRIC CARD

An Innovation in Payment Cards

- Biometric as form of authentication just like Pin/Signature at EMV POS terminals
- Captures and compares biometric fingerprint image on the card during transactions
- Works with current merchant points of sale terminals – no need for hardware or software upgrade
- Provides Issuer with Biometric authentication result-related data with details such as Biometrics was successful or failed, via standard Authorization message
- Switches to PIN/Signature when Biometric fails or cannot be attempted, uses PIN at ATM

Mastercard, in partnership with select vendors, is in the position of "first mover" with this emerging technology

MERCHANT BENEFITS

- Just as fast as PIN but saves cardholders the hassle of entering PIN or signature
- Increase in potential revenue from reduced false declines or forgotten PINs
- No change to liability shift

ISSUER BENEFITS

- Greater differentiation for premium portfolios via innovative technology
- Enhance security messaging by providing security beyond PIN for everyday purchases
- Increase approvals—by reducing erroneous security and PIN declines
- Reduce customer service related inquiries from erroneous security declines
- Reduce card-present fraud by providing an additional layer of security that is a simple alternative to PIN

CARDHOLDER SELLING POINTS

- An extra layer of security that can help address concerns about card or PIN theft
- Fast and easier payment experience without hassle of PIN or signature for higher value transactions
- Greater confidence when using the card—especially while traveling
- Drive convenience via intuitive technology—similar to mobile Touch ID

IMPLEMENTATION

- Degree of difficulty: Low
- Biometric Cards are purchased from a card manufacturer certified by Mastercard
- Mastercard Biometric Card program enrollment form to be completed
- Issuer host needs to read the biometric authentication values—within the transaction data
- Issuer's risk scoring models to be updated to capture the biometric authentication values

