



Advancing a Healthy Payments Ecosystem



Brand Protection

The Mastercard Franchise Management Program applies to all issuers, acquirers, and non-customers (service providers and payment facilitators). The program is dedicated to supporting healthy customer and service provider growth. The program works with customers and service providers to ensure that they understand and operate within franchise architecture and standards to minimize operational, financial, reputational and compliance risk.

In addition, the Franchise Management Program provides industry best practices to support business growth by enhancing the overall operational efficiency and profitability of the issuing and acquiring portfolio while maintaining losses at an acceptable level.

Third-Party Review Process

The Third-Party Review is an annual review conducted for selected service providers, at the sole discretion of Mastercard Franchise Management Program staff. Mastercard examines the service provider's ability to support MasterCard customers so that they can adhere to the minimum Mastercard fraud loss control program requirements and compliance standards. A service provider that fails a review may be subject to deregistration.

Mastercard staff contacts the service provider and forwards a questionnaire to be completed by the third party. Upon completion and review of the questionnaire, a one-day onsite review is arranged with Mastercard. The onsite review is conducted in collaboration with the service provider and involves a walkthrough of the third parties' procedures and daily activities. Upon Mastercard staff's completion of the onsite review, key findings are shared with the third party prior to the formal submission of the report within the month. The report contains key findings, recommendations, and a project plan to track the implementation of recommendations.



Issuer Review Topics

An issuer review will cover the following topics, where applicable:

- Account Data Compromise (ADC) Event or Potential ADC Event identification and analysis
- Authorization function, process, and performance
- Card acquisition channels
- Card application process, including application fraud
- Cardholder communication strategy
- Chargebacks and recoveries
- Credit scoring and bureau information
- Cybersecurity
- Data security/PCIDSS
- Description of customer implementation strategy with regard to EMV chip/PIN, Mastercard® SecureCode™, and Mastercard® MasterPass™ technologies
- Direct sales agency
- Fraud detection performance and effectiveness
- Fraud loss control programs
- Licensing and Registration
- Management information systems analysis and methodology
- Operational statistics
- Organizational structure
- System to Avoid Fraud Effectively (SAFE)
- Third-party onboarding
- Third-party risk management
- Transaction verification strategy
- Use of Mastercard Connect™



Acquirer Review Topics

An acquirer review will cover the following topics, where applicable:

- Acquirer compliance programs ADC Event or Potential ADC Event identification and analysis
- Authorization function and process
- Credit bureau information
- Data security/PCIDSS
- Description of customer implementation strategy with regard to EMV chip/PIN, Mastercard SecureCode, and Mastercard MasterPass technologies
- Direct sales agency
- E-commerce and Internet site data integrity
- Fraud detection performance and effectiveness
- Fraud loss control programs and merchant monitoring
- Licensing and Registration
- Management information systems analysis and methodology
- Member Alert to Control HighRisk (merchants) (MATCH™)
- Merchant acquisition channels (retail and e-commerce)
- Merchant agreements
- Merchant application process, including application fraud
- Merchant site inspections (retail and e-commerce)
- Merchant support and services
- Operational statistics
- Organizational structure
- Point-of-sale (POS) terminal capability
- Transaction verification strategy
- Use of Mastercard Connect™
- Use of website monitoring solution to avoid potential illegal or brand-damaging violations



For more information on the Franchise Management Program, please contact us at FMP@mastercard.com For more information on the Franchise Management Program, please contact us at [FMP@mastercard.com](https://www.mastercard.com/FMP)