



# MasterCard SecureCode for Online Merchants

*Building Consumer Confidence,  
Extending Your Market Reach*



## MasterCard SecureCode

Today's online shopping environment poses new opportunities and challenges for online merchants.

**The opportunity:** Activating the 50%-plus of all cardholders who still have not participated in an electronic transaction, a worldwide market potential of \$3 trillion-plus.<sup>1</sup>

**The challenge:** With no signed sales receipt, there's no sure way to dispute a cardholder claim that a purchase wasn't made. In fact, such claims represent nearly 60% of e-commerce chargeback expenses in recent years.<sup>2</sup> Research also shows that many consumers are holding back on Internet purchases due to serious security concerns.

MasterCard research shows 90% of online non-buyers worry that their personal and financial information may fall into the hands of hackers. Seventy-one percent are concerned about credit card fraud.

So how do merchants overcome barriers to building online business—and tap into today's robust new business channels? With MasterCard® SecureCode.™

**MasterCard®  
SecureCode™**

MasterCard SecureCode is a global e-commerce solution that enables cardholders to authenticate themselves to their issuer through the use of a unique personal code. MasterCard SecureCode addresses current consumer concerns about the security of online shopping and the high rate of e-commerce chargebacks. And it is designed to take online shopping security and consumer confidence to a new level.

### MasterCard SecureCode is designed to help online merchants:

- Guarantee payments in the e-commerce channel
- Reduce fraud
- Reduce chargebacks
- Increase online business
- Increase cardholder confidence

<sup>1</sup> eMarketer

<sup>2</sup> MasterCard International Clearing System and Data Warehouse

## How MasterCard SecureCode Works

Like the familiar ATM authentication process, cardholders must enter their SecureCode in a separate browser window before their online transaction can be authorized. In seconds, the issuer confirms it is the true cardholder performing the transaction. Cardholders enjoy peace of mind knowing that no one else has access to their SecureCode. The participating merchant gets explicit evidence of an authorized purchase (authentication data)—all with minimal cost impact and time investment.

## Marketing Power

The MasterCard® SecureCode™ marketing platform has been tested in consumer research. A wide-ranging marketing campaign is under way, enabling online merchants to benefit from ever-increasing public awareness.

## Secure Data Transport

MasterCard SecureCode requires that 3-D Secure technology be deployed on the merchant Web site. This can be done by loading a SecureCode-compliant merchant plug-in application on your server. Alternatively, you can contract with a hosted service to perform the authentication process for you. Merchants should then work with their transaction processor to pass authentication data via the MasterCard Universal Cardholder Authentication Field (UCAF™), a simple, common method of collecting and passing cardholder authentication data at the merchant Web site. This data transport mechanism standardizes how cardholder data is carried among all

parties in a transaction—cardholders, merchants, issuers, and acquirers.

## Putting MasterCard SecureCode to Work for Your Business

Considering the sizable benefits, merchant requirements are quite manageable. To get started, all merchants need to do is contact their transaction processor to ensure UCAF processing support and to update their site to include the plug-in application. The initial and ongoing costs are minimal.

## Fewer Chargebacks

Once merchants have deployed SecureCode, it's up to the issuer to authenticate its cardholders for online transactions. The authentication data, together with an authorization approval, gives the merchants a transaction that is guaranteed against the most common types of chargebacks—"cardholder not authorized" and "cardholder not recognized" chargebacks. And merchants can focus on the business of fulfilling orders rather than on authorization concerns.

## Get Started

To become a SecureCode merchant, visit [www.securecodemerchant.com](http://www.securecodemerchant.com) and follow these steps:

1. Contact your transaction processor to ensure it supports MasterCard SecureCode. If it does not, please send an e-mail to [securecodemerchant@mastercard.com](mailto:securecodemerchant@mastercard.com) and a MasterCard representative will contact you directly.

2. Load a SecureCode-compliant merchant plug-in application on your server, available from compliant vendors. Alternatively, you can contract with a hosted service to perform the authentication process for you. For a list of SecureCode-compliant vendors, visit [www.securecodevendors.com](http://www.securecodevendors.com).
3. Conduct a simple test with MasterCard to help check that you're ready to go.
4. Add the MasterCard SecureCode program identifier to your Web site to let customers know you are working to secure their online shopping experience.

For the Program Identifier Usage Guidelines and artwork, visit [www.securecodemerchant.com](http://www.securecodemerchant.com).

5. Advertise for free in the SecureCode participating merchant directory on the MasterCard consumer Web site. Go to [www.securecodemerchant.com](http://www.securecodemerchant.com) for more information.

## Contact Us

Tap into an enormous e-Business opportunity today, with MasterCard SecureCode.

For more information on MasterCard SecureCode, please contact your transaction processor. Or e-mail us at [securecode@mastercard.com](mailto:securecode@mastercard.com).

*MasterCard  
International*

