

## Top 10 Things to Know About EMV 3-D Secure

### 1. What is EMV 3-D Secure?

EMV 3-D Secure is an industry standard designed to help merchants and issuers authenticate card-not-present transactions.

### 2. Why is 3DS 2.0 better than 3DS 1.0?

3DS 2.0 expands on the functionality of 3DS 1.0 and makes the experience more secure, effective, and seamless for all stakeholders. 3DS 2.0 eliminates the use of the static password for authentication, supports different payment channels, enables 10x more data to be exchanged to enhance decisioning, and supports guest checkout.

	3DS 1.0 Standards	3DS 2.0 Standards	Benefits of 3DS 2.0
Method	Static passwords, security questions, and risk-based authentication	<b>Eliminates static passwords</b> for stronger two-factor authentication e.g., risk based, one time password, biometrics etc.	<ul style="list-style-type: none"> <li>• Greater security</li> <li>• Greater convenience</li> </ul>
Interfaces	Browser dependent	<b>Supports different payment channels</b> e.g., in-app, IoT, browser, etc.	<ul style="list-style-type: none"> <li>• Better UX</li> <li>• Wider applications</li> <li>• Great control by the merchant</li> </ul>
Data	Only 15 data elements available	<b>Enables 10X more data to be exchanged</b>	<ul style="list-style-type: none"> <li>• Increased accuracy</li> <li>• Improved decisioning</li> </ul>
Use Cases	Supports guest checkout only	<b>Supports guest checkout with additional use cases</b> , e.g., provisioning of Card on File, wallets, tokenization, etc.	<ul style="list-style-type: none"> <li>• Expanded use</li> <li>• Greater security</li> </ul>
Decisioning	Merchants bound by issuer decisioning	<b>Enhances decisioning</b> by increased merchant flow of data	<ul style="list-style-type: none"> <li>• Greater flexibility</li> </ul>

### 3. What is Identity Check?

Identity Check is Mastercard’s EMV 3-D Secure solution that integrates powerful tools to provide a holistic fraud prevention strategy.

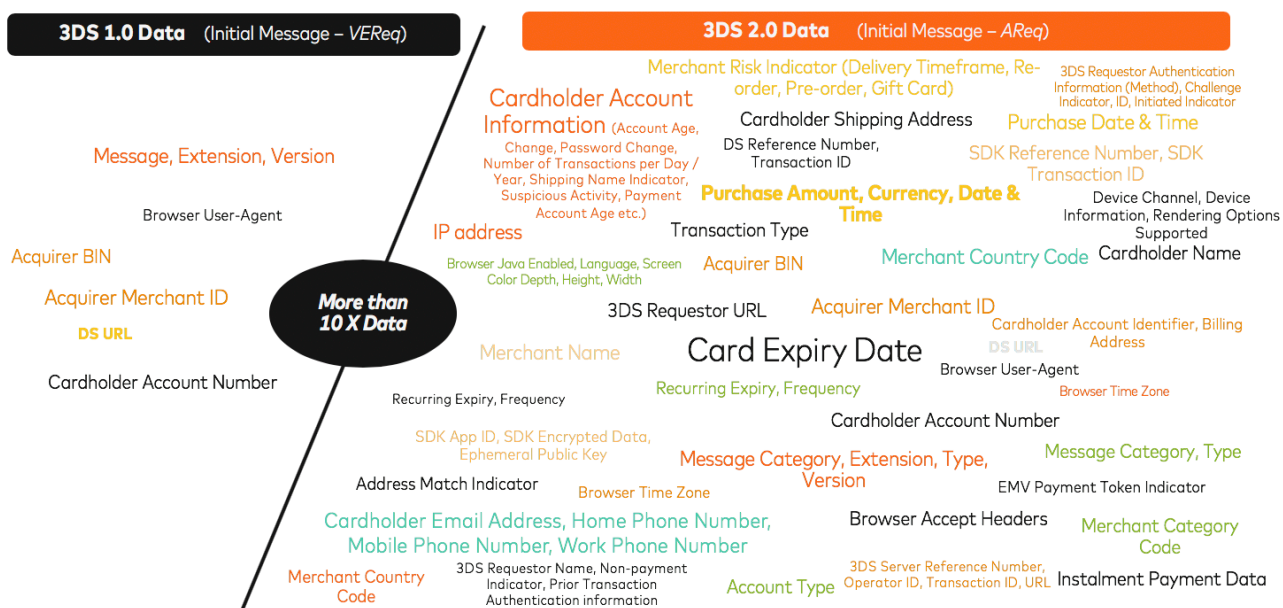
### 4. What are the benefits of 3DS 2.0?

The benefits for each stakeholder are as follows:

Consumers	Financial Institutions	Merchants
<ul style="list-style-type: none"> <li>• Provides strong <b>protection</b> for consumer’s financial data</li> <li>• <b>Minimizes fraudulent disruptions</b> to cardholders</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Decreases fraud</b> and <b>increases approval rates</b></li> <li>• Enhances cardholder <b>engagement</b> and loyalty</li> <li>• Increases revenues via <b>increased transaction completion rates and higher approvals</b></li> <li>• <b>Lower customer service costs</b> due to fewer calls and password resets</li> <li>• Enables new features and capabilities—including <b>biometric integration</b></li> </ul>	<ul style="list-style-type: none"> <li>• Helps drive revenue by <b>reducing cart abandonment</b></li> <li>• Higher <b>approval rates</b></li> <li>• <b>Liability shift</b></li> <li>• Helps <b>comply with global regulations</b> including PSD2</li> </ul>

## 5. How many new data elements are part of 3DS 2.0?

With 3DS 2.0, 41 conditional data points are required for merchants to send to issuers with 150 additional elements. With 10x more data flowing from the merchant, decisioning power drastically increases and allows for stronger authentication of the purchaser with higher frictionless transactions.



## 6. Does Mastercard provide ACS (Access Control Server) services for issuers?

Mastercard has developed a solution that does not replace an ACS but provides coverage when there is a request for authentication and the issuer does not have an ACS or if the ACS is down.

This service is known as Mastercard's Stand-In RBA (Risk Based Authentication) which works in conjunction with an issuer's ACS provider to allow for consistent decisioning.

## 7. What are the benefits of Stand-In RBA (Risk Based Authentication)?

Stand-In RBA allows issuers to always authenticate requests for authentication including: (1) if the issuer does not have an ACS provider, (2) the issuer's BINs are not 3DS ready and (3) the issuer's ACS is not responding.

## 8. Does Mastercard provide solutions for merchants to participate in 3DS 2.0?

Mastercard offers merchants several server options to participate in 3DS 2.0:

Options include:

- (1) 3DS Server:** Server option for merchants, PSPs & Acquirers that want to build their own MI
- (2) NuData 3DS:** Merchants that want a white-label service to leverage Mastercard's rules engine, reporting technology and behavioral biometrics API
- (3) Gateway Services:** Merchants that want to access 3DS 2.0 through Mastercard Gateway services for payment processing

\* Please contact a Mastercard representative to define which option is best for your company

## 9. Is there another way to leverage 3DS 2.0 to increase approval rates?

Mastercard has developed a new flow called Data Only that leverages any implementation of 3DS 2.0 to allow merchants to share more information with issuers in authorization through Digital Transaction Insights (DTI).

\* Please contact a Mastercard representative for more information on the Data Only flow

## 10. What are the main dates for 3DS 2.0 & Mastercard's Identity Check Program?

