

# MASTER YOUR CARD

Europe

A community empowerment program sponsored by  mastercard

## ELECTRONIC PAYMENTS ARE BETTER THAN CASH



Payment technologies help consumers from all walks of life gain access to convenient, powerful and secure electronic payments. Simply put, cards are better than cash. Never have to go to an ATM again, never wait for a deposit to clear and never lose money that can't be replaced. Mastering the use of electronic payments and cards, even ones with fees, means that you can use your money anytime, anywhere with the safety and financial management tools that make cards your most convenient option.

**Save time and money.** With electronic payment cards, consumers save the time and money spent getting cash into their wallets, eliminating trips to banks and ATMs and related fees.

**Gain access to goods and services around the world.** Consumers across all income levels can use electronic payments to participate in the modern economy and have equal access to goods and services worldwide and online. This helps consumers look for the best deals and get more from their money.

**Have the power to demand quality.** Electronic payment technologies give consumers the ability to fight back against retailers and service providers who sell shoddy products and deliver poor service. A simple call to the card company can put a hold on disputed payments and return funds to the consumer.

**Zero liability.** When you pay with Mastercard or other payment networks, you've got zero liability protection. You aren't responsible for any fraudulent charges if you report that your account was compromised or that your card was lost or stolen.

**Feel more secure.** Electronic payment technologies reduce threats to personal safety associated with obtaining and carrying large amounts of cash. Unlike cash, cards that are lost or stolen can easily be replaced. Electronic payment networks are constantly monitoring for fraud and abuse, watching out for cardholders and limiting their losses and liabilities.

**Get better budgeting tools.** Payment technologies offer consumers an itemized purchase record, facilitating tracking and budgeting of their spending and regular payment schedules. Using cash, in contrast, can make it more difficult to keep records, track household expenditures and maintain a family budget.