

# MASTER YOUR CARD

Europe

A community empowerment program sponsored by  mastercard

## ABOUT MASTER YOUR CARD

Electronic payment technologies are part of everyday life in Europe, providing safety, simplicity and convenience across the region. *Master Your Card* is a community empowerment program sponsored by Mastercard that partners with consumer and small business organisations to help them get the most from electronic payment technology. We listen to consumers' needs, work with them on solutions and provide education on how to master electronic payments. Simply put, cards are better than cash.

With electronic payments, you have instantaneous access to your money when you need it, and are safer than carrying cash. You also get zero liability protection in the case of fraud or theft, and tools to manage your money, such as automatic bill payments. Payment technology helps consumers go about their daily lives with certainty and security. *Master Your Card* helps consumers build strong financial futures by getting the most from electronic payments. Visit our resource library to learn more.



- Mastercard is the technology company that built the world's fastest electronic payment network, and works to constantly improve it—providing a safe, simple and smart way for consumers, businesses and governments to do business. It links people, money, goods and services in an instant and at costs far less than handling cash.
- *Master Your Card* provides consumer groups with safe, simple and convenient payment cards and other technology solutions for more purchasing power, financial inclusion and security.
- *Master Your Card* shows consumers from all walks of life how to access electronic payment networks that open the doors to the formal economy; get equal footing in terms of services and competition for their business; gain security against fraud and abuse; and, acquire easy-to-use financial controls that help them manage their money.
- *Master Your Card* helps put financial inclusion into the wallets of low-income families and the unbanked, getting them more from their hard-earned money. By learning how to bank on cards, low-income and unbanked families can instantly become a part of the formal economy, make payments, fight back against businesses who abuse them and avoid expensive alternative financial services.

## About Mastercard

Mastercard is the technology company that helps everyone master their money. We are constantly innovating, developing improved technology and solutions that allow consumers, businesses and governments to use mobile phone technology, e-commerce applications, contactless payments and other tools in ways that are safer, easier to use, more affordable and more efficient than ever before. Embedded in our cards and technologies is access to the global electronic payment network we built and constantly improve to take the time, risk, expense and hassle out of people doing business together. Consumers have the money. Banks issue credit and hold money. Small businesses have goods and services. Merchant service providers are a portal into the network. Mastercard links them together instantaneously with an affordable, convenient and safe electronic payment network.