How technology could advance identity management

Exploring the key tenets of: Identity, Verification and Trust in the payments ecosystem and how these are embraced in the digital age.

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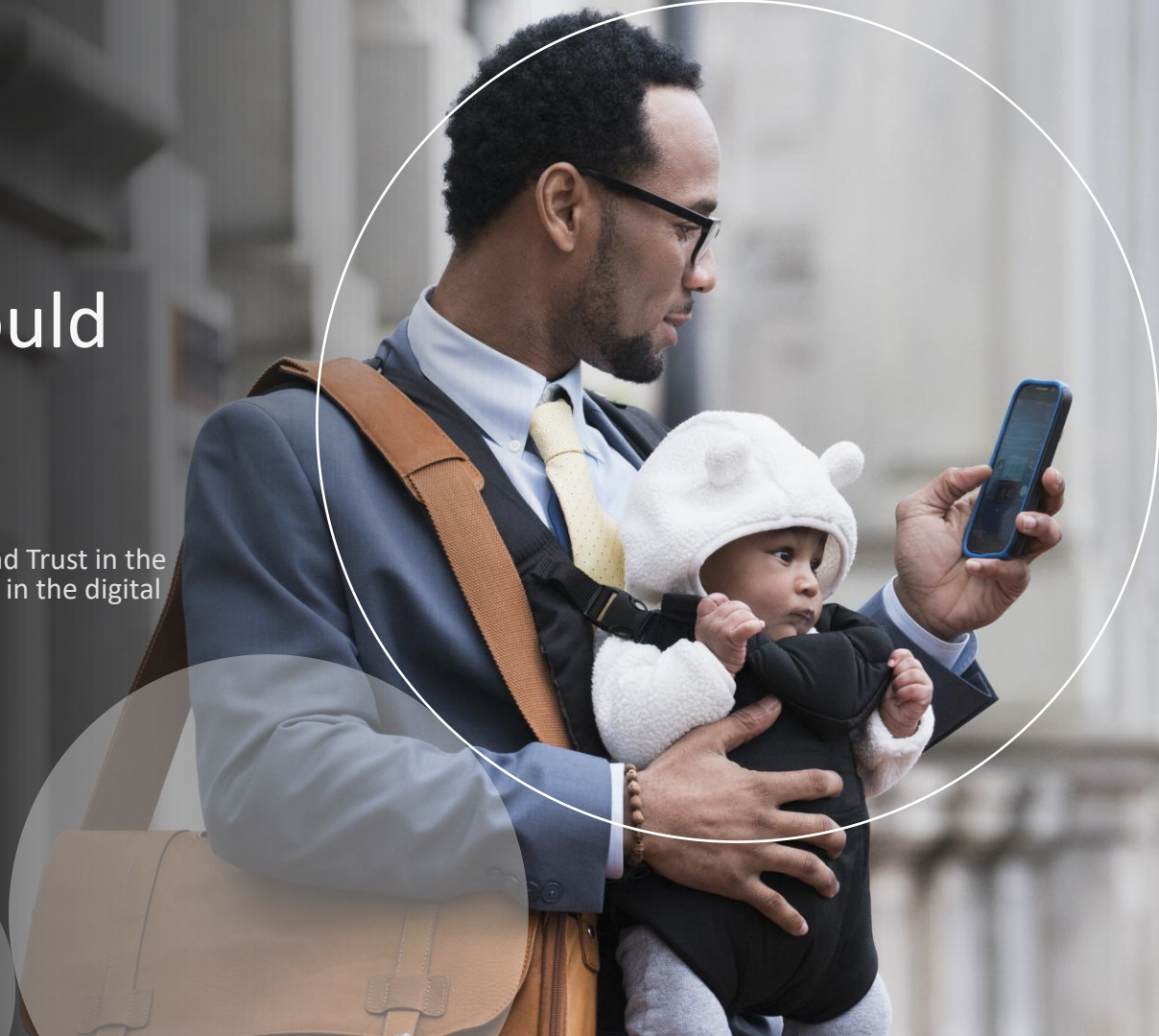


Who we are

Mastercard is a **global payments technology company** that **runs the infrastructure, rules, and services** that allow **money to move** digitally, safely, & at scale between **banks, merchants, businesses, and governments** worldwide.

End Customers **Issuers**

Scheme
Rules, Licensing, Franchise, Brand

Services
Cyber, Risk & Fraud, Loyalty, Digital

Processing
Switching, ACH, Tokenisation

Data & Insights
Merchants, Issuers, Governments

Acquirers **Merchants**

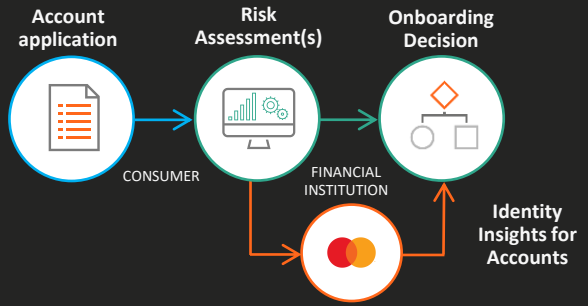
Role in identity

Issuers

Know Your Customer (KYC)

Collecting **identifying information** (e.g. name, date of birth, legal entity details)

Verifying identity **using reliable**, **independent** sources documents, trusted databases, or approved digital ID sources



Know Your Customer (KYC) – MasterCard Doesn't!

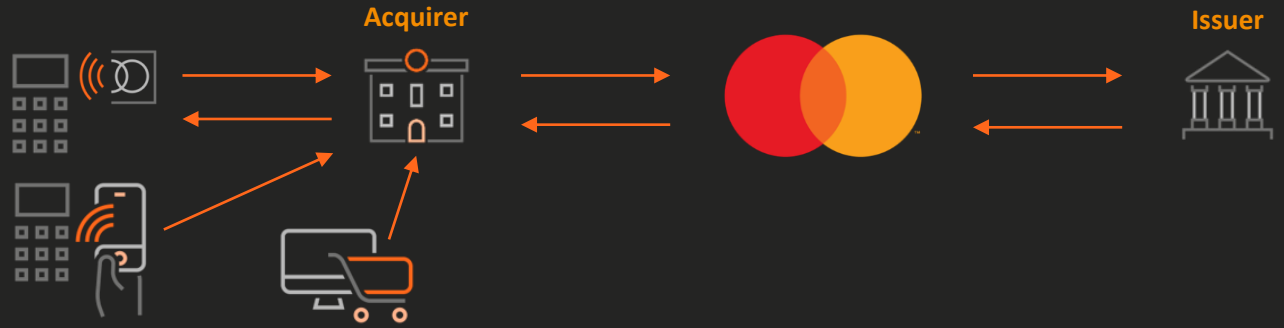
Mastercard's role is **not to hold consumer identities**, but to **enable trust and authentication** across the payments and digital commerce ecosystem.

It acts as a **network-level orchestrator**, providing signals, **standards, and services** that help **issuers, merchants, and governments verify** that the **right person is transacting**, with the **right credentials**, at the **right moment**.

PAN (Primary Account Number)

16 Digit **unique identifier on each card** used to route, settle and authorise transactions

How we verify who you are



Passive verification (low friction)

- Location
- Behavioural biometrics (typing, swiping, navigation)
- Device fingerprinting
- Spend behaviours - velocity and anomaly detection

Active authentication (step-up only when needed)

- Biometrics (face / fingerprint via device)
- EMV 3-D Secure
- Passkeys and strong customer authentication

Mastercard's Principles in Identity

Mastercard does **not issue, store, or own consumer identities**.

Instead, Mastercard acts as **a network-level trust and identity intelligence provider** that helps others (issuers, merchants, governments, wallets) **decide** whether a **person, device, or transaction** should be **trusted** at a given moment

1. Privacy-by-design
Signals are analysed, not exposed or reused inappropriately

2. Network-level intelligence
Not just a single merchant or bank view – global scale

3. Friction-right philosophy
Authenticate only when necessary

4. Interoperability
Built on global standards (EMV, FIDO, tokenisation)

5. Continual
Always on – passive and active monitoring

The future

Making payments smarter