Yet, Different

Introducing MasterCard® Unembossed

This card is unembossed – specifically designed for use in electronic terminals. Account information is unembossed so the card cannot be used in a manual imprinter.

If you already have an electronic terminal, you are ready to accept MasterCard Unembossed now. No system or equipment changes are required.

Open this panel to review the Merchant Acceptance Reference Card – created to help you educate your staff about this new payment program.

For more information about the benefits of accepting MasterCard® Unembossed, contact your local MasterCard representative, or email us at unembossed@mastercard.com.

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The Same...

Dear Valued Merchant,

You may soon be seeing a new payment program in your establishment, **MasterCard® Unembossed**. In most respects it is similar to the MasterCard cards that you already accept with one major difference – the card is *flat*. All account information – cardholder name, primary account number (PAN), validity date, and security character – is printed rather than embossed.

MasterCard Unembossed has been designed to work only in your electronic terminal or POS device. Do not process any MasterCard Unembossed transactions if you do not have an electronic terminal or if it is out of use; you may carry additional liability if you do. MasterCard Unembossed cards include an "ELECTRONIC USE ONLY" legend on the card front to inform consumers that merchants will be processing their transactions using their electronic terminals.

If you are a merchant with an electronic terminal, you are ready to start accepting MasterCard Unembossed. If you do not have an electronic terminal, you may want to contact your acquirer to learn how you can get one.

Accepting MasterCard® Unembossed

It looks a little different; however, it is just as easy to complete a transaction made with a MasterCard Unembossed card.

CARD WITH MAGNETIC STRIPE | CARD WITH CHIP

1. Your customer presents the MasterCard Unembossed card. This may or may not include a chip.
2. Check for the MasterCard brand mark, card number (remember they are imprinted, not embossed) and the "ELECTRONIC USE ONLY" wording on the front of the card.
3. Process the card using your electronic terminal, swiping the magnetic stripe card, or inserting the card with chip.
4. Ask the cardholder to sign the sales slip, or enter their PIN if required for a debit or chip transaction.
5. Compare the signature on the sales slip with the signature on the MasterCard Unembossed card.
6. Give your customer the merchandise, sales slip and MasterCard Unembossed card.

The transaction is complete!

Whenever you accept a MasterCard Unembossed card, check the following:

DO ✔

Use the MasterCard Unembossed card only in your electronic terminal.

Process the MasterCard Unembossed card using your electronic terminal whenever possible. You should only key in all the required information if you are unable to swipe or insert the card in your terminal (for example, mail order, telephone order, or Internet purchases).

DO NOT ✗

Use the MasterCard Unembossed card in a manual imprinter; it is designed to work only in electronic terminals.

Process any MasterCard Unembossed transactions manually if you do not have an electronic terminal, or if it is out of use. You may carry additional liability if you do.

Photocopy the MasterCard Unembossed card in any manner.