

# MasterCard® Strengthens Security

DFCU Financial MasterCard holders will have greater peace of mind when it comes to check card purchases. Effective July 14, 2014, all MasterCard card products issued in the U.S. will now carry Identity Theft Resolution assistance. This program provides help in canceling missing cards, as well as targeting searches to detect if stolen personal and confidential data appears online.

“Fraud prevention and detection is a 24/7 job at MasterCard. The changes that we’re making in cardholder protection combined with our efforts to move the U.S. payments industry to EMV chip technology will help deliver safer shopping experiences to consumers,” said Chris McWilton, president, North American Markets for MasterCard.

“Cardholder protection is a primary responsibility for payment networks. It’s a positive step that MasterCard is offering increased protections and peace of mind to its cardholders as the U.S. market prepares for EMV,” said Nick Holland, Senior Payments Analyst, Javelin Strategy & Research.

Banks and financial institutions issuing MasterCard-branded cards provide financial indemnity against fraud. The Identity Theft coverage extension begins in July 2014.

To learn more about this valuable benefit, please call 1-800-MC-ASSIST (1-800-622-7747).