
Co-branding of payment cards

Posted by Editor - 2004/10/20 18:54

I would like to know more about limitations of a co-branding contract, minimum requirements and other financial considerations. But most importantly, I would like to find out if a co-branding partner will be allowed to request, implement and pay for technical features related to issued co-branded cards.

As a specific example, many consumers would like the ability to control the usage of their cards by enabling them to turn their cards ON or OFF for foreign card-present transactions as well as card-not-present transactions (i.e., internet, mail order, telephone order).

Regards,
Editor

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