



*Some content has been intentionally redacted (proprietary information and screenshots).*

*This documentation was created using docs-as-code, with a Static Site Generator (SSG) seamlessly converting Markdown content into HTML. The SSG took charge of formatting, while shortcodes were used for callouts and code blocks. Links between internal applications and documentation have been removed.*

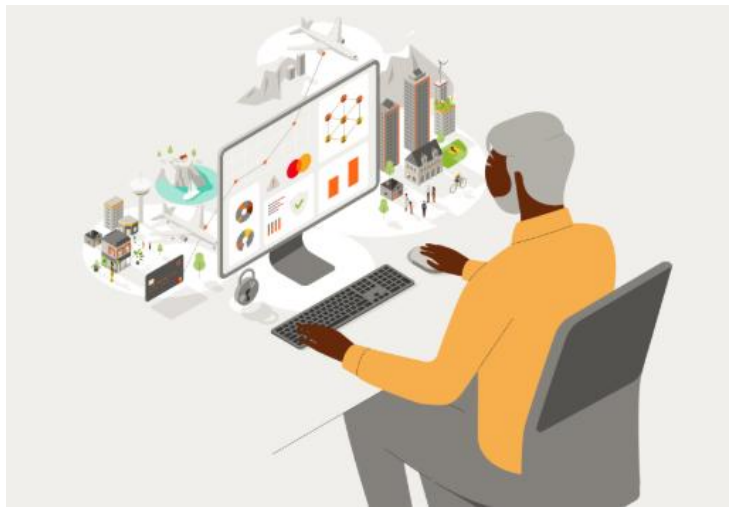
*This snippet is a glimpse of an internal product's landing page; the full document includes Use Cases (with Mermaid diagrams), Tutorials and Guides, Hadoop Guides, and Support.*

## My Data

My Data is a customer-facing platform that helps Mastercard meet global data protection and privacy requirements. It provides individuals with a transparent and secure way to exercise their data rights, including requesting access to, updates to, or deletion of their personal information across participating Mastercard products and programs.

The My Data experience is available globally and supports compliance with a wide range of data protection regulations. By centralizing privacy request handling, the platform helps ensure consistent, timely, and responsible responses to data subject requests while reinforcing trust in the Mastercard brand.

My Data supports Mastercard's broader commitment to privacy, transparency, and responsible data stewardship.



### *Key Benefits*

- Enables individuals to exercise their personal data rights through a trusted Mastercard experience.
- Supports compliance with global data protection and privacy regulations.
- Promotes transparency and confidence in how personal data is handled.
- Reduces manual effort and operational complexity associated with managing data access requests.

## Use Cases

### Handling Consumer Data Access Requests

Enables consumers to submit requests to access, correct, or delete their personal data through an authenticated Mastercard experience, with requests managed and fulfilled in a controlled and consistent manner.

### Supporting Customer Data Requests

Supports data access and privacy requests from Mastercard customers, including issuers and financial institutions, through secure and governed request handling workflows.

### Processing Authorized Representative Submissions

Enables authorized agents, such as legal representatives, to submit requests on behalf of individuals, with appropriate validation and review processes in place.

### Scaling Privacy Compliance

Helps Mastercard scale privacy operations across products, acquisitions, and regions by providing a centralized approach to managing data protection requests as regulatory requirements evolve.

## How It Works

My Data provides a centralized experience for submitting and managing privacy requests. Requests are securely received, reviewed, and coordinated across relevant Mastercard systems, with responses delivered in a controlled and compliant manner. This approach helps ensure consistent handling of requests while protecting personal data and maintaining regulatory compliance.

*A detailed architecture diagram has been removed and replaced with a high-level conceptual diagram.*



## Tutorials and Guides

Here is a snapshot of the guides created for this product. Full details have been omitted, as they contain proprietary screenshots and code snippets.

