

## Ulster Bank launches Apple Pay in Ireland

**Customers can now use this easy, secure and private way to pay**

**7<sup>th</sup> March 2017, Dublin** Ulster Bank has today launched Apple Pay, which is transforming mobile payments with an easy, secure and private way to pay that's fast and convenient.

The introduction of Apple Pay is another example of Ulster Bank's focus on customer-centric innovation, along with its market-leading app, which was the first to offer TouchID in Ireland and with the strength and support of its parent company RBS.

Security and privacy is at the core of Apple Pay. When you use a credit or debit card with Apple Pay, the actual card numbers are not stored on the device, or on Apple servers. Instead, a unique Device Account Number is assigned, encrypted and securely stored in the Secure Element on your device. Each transaction is authorised with a one-time unique dynamic security code.

Commenting on the launch, Ulster Bank's Director of Customer Experience and Products Maeve McMahon said:

*"Customer-centric innovation is really important to Ulster Bank, and Apple Pay will make mobile payments even easier for our customers. They will be able to pay for goods and services anywhere contactless payments are accepted, using their iPhone 6 or later or Apple Watch. We know from talking to them that they're really excited about this announcement and that it's an important part of our drive to be the number one bank for customer service, trust and advocacy."*

Apple Pay is easy to set up and works with an iPhone 6 or later, iPhone SE, iPad Pro, iPad Air 2, iPad mini 3 or later and an Apple Watch paired to an iPhone 5 or later. Online shopping in apps and on websites accepting Apple Pay is as simple as the touch of a finger with Touch ID, so there's no need to manually fill out lengthy account forms or repeatedly type in shipping and billing information. You can also use Apple Pay in Safari on any Mac introduced in or after 2012 running macOS Sierra and confirm the payment with iPhone 6 or later or Apple Watch, or with Touch ID on the new MacBook Pro.

For more information on Apple Pay, visit: <http://www.apple.com/ie/apple-pay>

### **NOTES TO EDITOR**

Apple Pay is available to Ulster Bank personal customers.