



## Meeting at Apple

### Meeting date and place

Meeting held on 22/05/2019 13:00 in Cupertino, California

### Participating organisation(s) & representative(s)

-- Apple Inc. (TRN: 588327811384-96) ,

### Main issues discussed

Meeting with Apple Pay [REDACTED]

Apple representatives mentioned that they are very much supportive of PSD2. They believe nevertheless that more guidelines are needed from EBA. The company representatives presented its Apple Pay service and insisted on security (tokenization, biometrical Identification..) and privacy issues. They mentioned that Apple does not keep data as regards payment transactions. According to Apple representatives, the Apple Pay system enables to fully tokenize such information. According to them, Apple Pay allows to increase the conversion rate and to reduce to zero the level of fraud. They explained that the business model is based on the fact that it is free for consumers and merchants. The issuers are paying for such service. Apple representatives then presented their activities as a merchant and insisted a lot on the challenges of the SCA implementation. If Apple is ready for the September deadline, our interlocutors insisted that issuers are not ready to implement the exemptions (they mentioned mainly the trusted beneficiary exemption). This could have important consequences on merchants as it would imply that transactions will fail and that there would be a fall in the conversion rate. The company asked to push the deadline by 12 months as banks are not ready for the trusted beneficiary exemption. Furthermore, the company representatives are concerned about the consistency of the approach taken as regards the low value transaction exemption and the Merchant initiated transaction (MIT) exclusion. Apple representatives also mentioned that they are concerned about the clarity as regards the fraud risk calculation. Apple representatives mentioned that no Apple card are planned in the EU. As regards instant payment, Apple representatives mentioned that the company is not going in that direction as it is first analyzing the implications in terms of AML and KYC. Apple representatives praised the GDPR saying that the company is 100% aligned philosophically and said that they appreciate the leadership of the European Union.

### Directorate or unit

FISMA B

### Internal participants

[REDACTED] FISMA B [REDACTED] Participant, Requested for,

### Author(s) of minutes

[REDACTED]

### Validator and validation date

[REDACTED] validated the minutes on 25/07/2019 15:45