

ACI's 9th National Forum on Balancing Innovation with Consumer Protections in Emerging Payment Systems

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Apple Pay Case Study

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Tweeting about this conference?

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Market-Driven Development

- Research and groundwork
- Trends and trajectories leveraged, and those that create headwinds
- Optics

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Apple Pay in the Payments Supply Chain

- Specialization and value-add
- Demographics, fraud/security, and EMV
- Succeeding where others have not?



- Tokenization – What is it? How does it work? What parties are involved?
- NFC – What is it? How does it work?



Legal Ramifications of Apple Pay?

- Is Apple Pay a financial institution?
- Is Apple Pay a service provider?
(regardless of public position, does its activities come within the definitions of FI or service provider?)
- If so, potential regulatory scrutiny by CFPB? FinCEN? The payment networks? State AGs?



Apple Pay...

- Does the reported Apple Pay fraud impact change the analysis?
- Other considerations?
- What about the future if fraud continues?



- Durbin Amendment/Regulation II –
Does Apple Pay comply?

