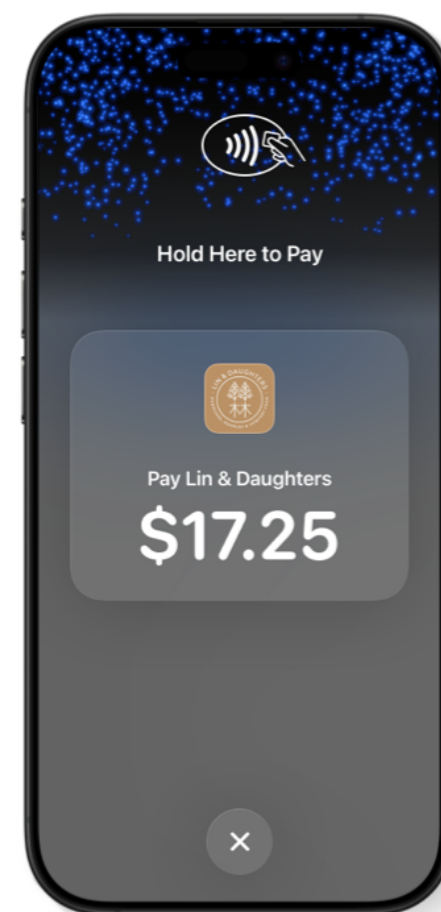


# Tap to Pay on iPhone

With Tap to Pay on iPhone and Apple Business, a business's brand name and logo can be displayed on their iPhone when accepting contactless payments.

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## → Key feature benefits:

- Customers will see a business' brand name and logo when making in-person contactless payments - allowing business owners to grow their brand identity, and highlight their visual aesthetic.
  - Customers will know they're making payments to a Apple Business verified company, building trust immediately.
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## → Marketing messaging:

- **Put your brand first.** With Tap to Pay on iPhone, you can display your brand name and logo directly to customers.
  - **Build instant trust.** Displaying your brand name and logo with Tap to Pay on iPhone lets customers make payments with confidence.
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## → Important reminders:

- Tap to Pay on iPhone requires a supported payment app, iPhone XS or higher, and the latest version of iOS.
  - Some contactless cards may not be accepted by your payment app. Transaction limits may apply.
  - The Contactless Symbol is a trademark owned by and used with permission of EMVCo, LLC.
  - Tap to Pay on iPhone is not available in all markets. View Tap to Pay on iPhone countries and regions [here](#).
  - Apple Pay is a service provided by Apple Payments Services LLC, a subsidiary of Apple Inc. Neither Apple Inc. nor Apple Payments Services LLC is a bank. Any card used in Apple Pay is offered by the card issuer.
  - To use Apple Pay you need a supported card from a participating card issuer. To check if your card is compatible with Apple Pay, contact your card issuer.
  - Apple Pay is not available in all [markets](#). Features are subject to change. Some features, applications, and services may not be [available](#) in all regions or all languages and may require specific hardware and software.
  - Review Apple policies and commitments related to Apple Business content in the [Apple Business Terms of Service](#).
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