

# Ukash Welcomes OFT Investigation into 'Free' Apps For Kids

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London, 12th April 2013 – It has been announced that the Office of Fair Trading (OFT) will be investigating the 'free' apps sector. This follows reports in recent weeks about parents facing unexpected bills when their children downloading new games and add-ons for 'free apps'. In particular, the OFT will investigate if 'unfair pressure' is applied to encourage children to pay for additional content.

Leading e-money expert, Ukash, welcomes the OFT investigation. But Miranda McLean, Ukash Marketing Director and mum of three children who actively play games on her iPad, believes parents could avoid some of the worry of unexpected credit card bills by giving kids access to 'online cash'.

"I know exactly what it's like when one of your children wants to play a game on your iPad – it's easier to quickly log in and leave them to it, than be constantly monitoring them," explained Miranda McLean. "But that, of course, means that it's quite easy for them to download extras or new games without having to ask me for my log in. The surprise comes when the credit card bill comes in!

"A better way to give kids some freedom – but also give Mum or Dad control over spending – is to encourage them to upload their cash allowance to a Ukash prepaid voucher. Then they can make purchases online – but there's no risk of running up a huge bill."

Ukash is the global e-commerce cash payment method that enables consumers around the world to use cash to shop, pay and play online safely, securely and conveniently. Developed to protect personal identity and financial information when making online transactions, reducing the threat of credit and debit card fraud, Ukash has no age limit, so consumers of all ages can make the most of safe payment online. This makes it a valuable alternative payment method for younger shoppers who want the freedom to buy online. And because it's a prepaid service, it's easy to budget, offering parents peace of mind as well as limiting the pestering.

Ukash codes are available to buy with cash at over 460,000 outlets worldwide - from shops, petrol stations and kiosks. Once purchased, the unique 19 digit code can be used to pay directly on any of the thousands of websites that accept Ukash transactions, as well as be loaded onto prepaid cards and e-wallets.

The maximum single value allowed is £200/€250 or equivalent in other currencies, and the maximum amount that can be held by an individual customer is £1,000/€1,250 or equivalent in other currencies.

"It's great news that the OFT is looking into the whole area of 'free' apps" concluded Miranda McLean. "But with Ukash, kids can have the power to spend - whether it's a spot of online shopping, booking tickets or buying new online games - without the need of a debit or credit card – and without giving Mum or Dad a shock when their next credit card bill arrives!"

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For further press information or interviews please contact the Ukash Press Office at HSL: Wendy Harrison, Jenny Thorneywork or Clare Watson. 0208 977 9132. [ukashteam@harrisonsadler.com](mailto:ukashteam@harrisonsadler.com)

#### Notes to Editors

Ukash is the Global e-Money Network and internationally recognised e-commerce cash payment method that enables consumers around the world to use cash to shop, pay and play online safely, securely and conveniently. This secure payment method was developed to protect personal identity and financial information when making online transactions, reducing the threat of credit and debit card fraud for consumers and repudiations and charge-backs for retailers. Ukash has no age limit, so consumers of all ages can make the most of safe payment online.

Ukash codes are purchased with cash in retail outlets such as shops, petrol stations and kiosks, and issued online from the company's website. The unique 19 digit codes can then be used to pay directly on any of the thousands of websites that accept Ukash transactions worldwide, or loaded onto prepaid cards and e-wallets.

Established in 2001 under the holding company Smart Voucher Ltd, Ukash® has grown to more than 460,000 physical points of purchase, and is available in more than 50 countries around the world in 6 continents.

Ukash is regulated by the UK Financial Conduct Authority (FCA). The maximum single value allowed is £200/€250 or equivalent in other currencies, and the maximum amount that can be held by an individual customer is £1,000/€1,250 or equivalent in other currencies.