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private way without having to enter their credit card details. It's the latest for ...

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The cloud-based small business accounting app FreshBooks now has integration with Apple Pay. Apple Pay allows clients to pay for invoices in an easy, secure and private way without having to enter their credit card details. It's the latest for FreshBooks' expanding ecosystem of partner integrations since launching its redesigned platform in September.

Offering a fast and convenient method of payment for clients means self-employed business owners can get paid that much faster. Using the Safari browser from a MacBook, iPhone or Apple Watch, a client can pay through Apple Pay simply by using Touch ID or entering their secure passcode. No credit card details to enter, absolutely no fees, and no setup needed for the FreshBooks user.

For self-employed professionals, getting paid is one of the biggest challenges. A study from 2015 by Freelancers Union noted that 50% of the 54 million freelancers in the U.S. (one third of the workforce) reported trouble collecting payment in 2014, with an average of \$6,000 in unpaid income. Among those, 81% reported being paid late and 34% never compensated for their work.

"FreshBooks is already the most ridiculously easy to use accounting software in the cloud available," says Mark Girvan, Chief Commercial Officer at FreshBooks. "Our redesigned platform has enabled us to provide new benefits for our users at a faster pace. With Apple Pay, we're making it even easier for self-employed professionals to run their businesses, collaborate with their clients, and get paid faster."

Security and privacy is at the core of Apple Pay. When using a credit or debit card with Apple Pay, the actual card numbers are not stored on the device, nor on Apple servers. Instead, a unique Device Account Number is assigned, encrypted and

securely stored in the Secure Element on the device. Each transaction is authorized

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