


## UOB RSS SERVICE

### Frequently Asked Questions

#### 1. What is RSS?

RSS (Really Simple Syndication or Rich Site Summary) is an XML-based Web-content syndication format used for frequently updated content. It helps you keep abreast of the latest news on the Web by delivering information straight to your desktop. RSS news-feeds are marked with an RSS news-feed icon. 

By subscribing to UOB news-feeds, you will always be automatically alerted on UOB's latest promotions.

#### 2. How do I use RSS?

A news reader is required to use RSS. This is a software that checks and displays RSS feeds. Many news readers are available and most of them are free. Basically, there are two types of news readers:

##### 2.1. Browser-Based Readers

These allow you to access your RSS feeds from any computer with a browser and an Internet connection.

##### 2.2. Application-Installed Readers

These are downloadable applications that can store RSS feeds in your main computer to be read later offline.

News Readers	
Windows:	<a href="#">FeedDemon</a> , <a href="#">Newz Crawler</a>
Mac OS X:	<a href="#">Newsfire</a> , <a href="#">NetNewsWire</a>
Browser:	<a href="#">IE 7</a> , <a href="#">Mozilla Firefox</a>
Web:	<a href="#">Bloglines</a> , <a href="#">FeedZilla</a> , <a href="#">Google Reader</a> , <a href="#">Microsoft Live</a> , <a href="#">My Yahoo!</a>

2.3. Downloading and installing the news reader is similar to any other downloads and installation of software (i.e., Adobe Reader, Windows Update, etc). Many of these news readers will allow you to set the interval that the software will look for a feed update while others simply update daily.

#### 3. How do I subscribe to an RSS news-feed?

Follow these four simple steps:

3.1. Right-click (Windows) or control-click (Macintosh) the RSS icon: 

3.2. From the pop-up menu, choose:

- 3.2.1. "Copy Shortcut" (Windows / Internet Explorer)
- 3.2.2. "Copy Link Location" (Windows / Firefox)
- 3.2.3. "Copy Link" (Macintosh / Safari)
- 3.2.4. "Copy Link Location" (Macintosh / Firefox)

#### 4. Launch (or switch to) your newsreader program

Note: You need to have a RSS newsreader installed on your computer, refer to Q2.



**5. Paste the link you copied in step 2 into your newsreader.**

You will only need to subscribe to an RSS news-feed once. Your news reader will automatically check and alert you when content updates are available. If your computer is offline, only the previously retrieved news feeds will be available for viewing.

**6. How do I unsubscribe from RSS?**

To unsubscribe from RSS, simply delete the particular RSS subscription in your news reader. Different news readers have different ways to delete a subscription. In general, the delete feature is present in all news readers (please refer to their product information).

**7. How do I delete a particular news-feed that I am no longer interested in?**

In most instances, all you have to do is delete the particular feed you are no longer interested in. Once this is done, you will no longer receive any content from that publisher unless you re-subscribe to the feed.

**8. Is this service chargeable?**

UOB RSS is free-of-charge.

**9. What kind of content does UOB syndicate via RSS?**

UOB News, UOB Rates and UOB promotions.

Please note that by accessing our feeds, you agree to our [Terms of Use](#). (PDF: 21KB)