

Subject: Fwd: A Mom's Plea Re: Apple Crackdown on Parental Control Apps

From: "Tim Cook" <[Confidential]>

Received(Date): Wed, 05 Jun 2019 19:01:44 +0000

To: "Phil Schiller" <[Confidential]>

Date: Wed, 05 Jun 2019 19:01:44 +0000

Begin forwarded message:

From: [Confidential]

Subject: A Mom's Plea Re: Apple Crackdown on Parental Control Apps

Date: June 5, 2019 at 11:38:40 AM PDT

To: [Confidential]

Dear Mr. Cook,

As the mom of two teenage daughters, I am deeply disturbed by the practices of technology companies firmly aimed at keeping people, including kids, hooked on apps and devices. As I'm sure you're aware, multiple, credible research studies have shown the detrimental effects of too much screen time on children and teenagers.

Several months ago, I attended a private panel in Los Angeles hosted by Common Sense Media, featuring Tristan Harris from the Center for Humane Technology and tech journalist Kara Swisher, which detailed some of these disturbing practices. It was encouraging to see high-level executives from YouTube, among other media and technology companies in attendance and participating in conversations around how to ensure responsible, consumer-first practices in these industries.

I, therefore, was shocked to read the recent NY Times piece, <https://www.nytimes.com/2019/04/27/technology/apple-screen-time-trackers.html?searchResultPosition=1>, detailing Apple's recent removal of parent controls apps from its App Store. I learned about, and subsequently subscribed to [Confidential] one of the removed apps, based on an earlier NY Times article, which provided suggestions on effective tools for parents to monitor and control their children's screen time.

[Confidential] has been an excellent tool and one that offers a great deal of customization and other features that encourage my daughters to learn to moderate their screen time. I am deeply disappointed that you have decided to remove this app and others like it, thereby reducing consumer access to much-needed services to keep children safe and protect their mental health and well-being.

As I listened to this morning's NPR story, <https://www.npr.org/2019/06/05/729892505/feds-look->

[into-big-tech-firms-for-anti-competitive-behavior](#), about the FTC's Bureau of Competition investigating tech companies efforts to squelch competition in favor of their own services, I couldn't help but think of Apple's removal of parent controls apps as an example of unscrupulous behavior that runs counter to consumer protection.

Our family of four are devoted Apple customers. Collectively, we own 4 iPhones, 2 iPads, 2 iMacs, 3 MacBooks, and 2 Apple TV devices. We subscribe to iCloud storage and Apple Music.

I want to be very clear with you that I have never felt such outrage at Apple as I do right now. How a company the claims to value its customers can behave in such a reprehensible and self-serving way makes me question our allegiance to Apple and its products.

When children's health is at stake, Apple should do the right thing. You, as its leader, should do the right thing. I hope you will reconsider this decision and restore these vital consumer protection tools to the App Store and do more to protect young people from the detrimental effects of technology.

Sincerely yours,

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