

Subject: Re: MDM?

From: [Confidential]

Received(Date): Tue, 04 Jun 2019 17:02:31 +0000

To: "Bill Havlicek" <[Confidential]>

Cc: [Confidential], [Confidential]

Date: Tue, 04 Jun 2019 17:02:31 +0000

Hi Bill, so just following up, I just read the new 5.5 guidelines for the the MDM use.. WOW!! I cant believe how much money that costed us in the 6 months and Apple "Changed their mind" on the usage?

As a company that got booted from your store, then spent a little over 30k in re-developing the app with your team helping us write the code to make it compliant, to Apple now just saying you can use MDM again.. I mean WOW talk about death to a small company like ours trying to make a difference in screen time health for kids. Especially knowing we never went to the media or brought this to any legal and gov attention. I feel like we were just spit out for playing by the rules.

Is there any help with this massive loss that Apple can help us out with?

I am so disappointed in this reversal of decision with really nothing much changing from the developer side as far as the technology goes. From the guidelines we just have to list the reason for using MDM and assuring we are not storing or selling the data... which from the very beginning we complied to these new standards that Apple set, before these rules were even set.. we never collected any data other than a Childs name and how many steps they took (which erased off our server every night at midnight)

Please help

- **We complied with all this prior to being banned from the store and rebuilding our app with your NEVPN compliancy**
- **5.5 Mobile Device Management**

Mobile Device Management Apps that offer Mobile Device Management (MDM) services must request this capability from Apple. Such apps may only be offered by commercial enterprises (such as business organizations, educational institutions, or government agencies), and in limited cases, companies using MDM for parental control services. You must make a clear declaration of what user data will be collected and how it will be used on an app screen prior to any user action to purchase or otherwise use the service. MDM apps must not violate local laws. Apps offering MDM services may not sell, use, or disclose to third parties any data for any purpose, and must commit to this in their privacy policy. Apps that do not

comply with this guideline will be removed from the App Store and you may be removed from the Apple Developer Program.

Confidential

President

Confidential

Confidential

Confidential

On Jun 4, 2019, at 7:50 AM, Confidential wrote:

Bill, Good Morning,

I was just reading an article in the NY times that Apple is now allowing MDM apps in the App Store for consumer use? Can you please confirm that this is the case?

Confidential

Confidential

Confidential

Confidential

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