

Subject: Please Help with our App

From: Confidential

Received(Date): Thu, 17 Jan 2019 16:13:56 +0000

To: Confidential

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Eddy,

After my phone call with Bill Havlicek on Tuesday, I know my emails are reaching you and your department. I am hoping that you have read our issue where your App Development Technical Support Department has helped us code our updated app to comply with Apples new NONE MDM compliance and yet the app was still rejected. The amount of money and time that was spent working with your Developer Support Department and hours of coding and implementing the NEVPN solution Apple provided us to use and certificate authentication to make our VPN work, knowing exactly what our app does, only to be rejected by Apple saying “we don't support Parental Control Apps anymore” -

The original App cost us in excess of 200k to build that was approved by your department when we were using MDM.

- We followed Apples MDM documentation/guidelines and created code that falls in your guidelines provided.
- We invested more money into the app with new features and updates which were again approved by your department
- We took on a National PTA partnership as our solution was a solution that made such an impact on schools across the country.
- Additional Updates were made and approved
- We were adopted by users/parents/schools and implemented after spending 100k on a NPTA partnership for marketing to schools and parents around the country.

Then With the latest update to our app, Apple rejected our app, stating that MDM was no longer allowed and that we would have to implement a solution without using MDM. After a few back and forths, we were directed to Apple DTS where we were passed to Quinn who over the period of over a month and half helped us develop the functional NEVPN solution that we recently submitted. Rejected again.

How Can this be? How can the app that your own DTS team participated in building to resolve the rejected MDM issue be then rejected? NEVPN was the proposed solution made by your department.

We spent an additional 30k+ in this fix just to be told “we no longer support Parental Control

Apps” which, in your App Store, you still have parental control apps that are purchasable and downloadable that use MDM and even say in the description they use MDM. (KidsLox)

Please help us out here and help me understand a little more clear than the answer we received from Bill “Sorry, there is nothing I can do”

I understand that you are a very high up exec and VP at Apple. And I know that my last 3 emails that were addressed to you have been answered by your team members, but I am really hoping to have a conversation and hopefully come up with a resolution that works for both of us in regards to this matter. I really do not want to take this issue to press or pursue a legal confrontation, but a small company like ourselves was just highly impacted by these recent actions. I would prefer to work with Apple in a solution keeping its high reputation stated in articles like :

<https://www.theguardian.com/technology/2018/jan/09/apple-children-parental-tools-controls-iphone-addiction-claims-open-letter>

We would love to continue to work with Apple with our Goya-Move solution in addition to a couple of other solutions that we have that would put Apple on the forefront of Digital Well-Being and brought to the top as a company that cares about Digital Health when it pertains to Children.

Being a National PTA Partner, Im sure that CalSTRS and Jana Partners would appreciate the solutions that we are trying to work with Apple

Looking forward to your prompt reply

Confidential

President

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