

Subject: Safe WiFi / Smart Family

From: Confidential

Received(Date): Tue, 09 Oct 2018 12:13:28 +0000

To: "Phil Schiller" Confidential

Cc: "Doug Beck" Confidential

Date: Tue, 09 Oct 2018 12:13:28 +0000

Phil,

I write to request your personal engagement and intervention on two issues of significance to the our work together and our ongoing relationship.

First, as you may be aware, after extensive discussions and escalations with your team, Verizon has met continued resistance and been forced by Apple to remove a customer-focused capability to block ad tracking from Verizon's Safe WiFi application. This is disappointing to Verizon, as this feature has been a popular service with our customers, and disabling it will cause confusion and concern.

The Safe WiFi app provides consumers the choice to implement the important privacy protections of a VPN and ad tracking blocking. The ad tracking blocker feature is comparable to existing ad tracking blocking that consumers frequently use when browsing the web. Like other apps, Safe WiFi extends this protection to browsing and apps on the user's mobile device. The feature is only enabled by the consumer, reflecting our shared desire to provide consumers choice in determining their level of privacy protection.

We do not believe our Safe WiFi application violates Apple's policies, because no unauthorized actions are defaulted in the application, and the end user is fully informed on the benefits and impacts associated with invoking this important privacy protection capability.

While my team and I disagree with Apple's demand to remove the ad tracking blocker feature from Verizon's Safe WiFi app, especially given the numerous examples of other applications currently offering similar functionality in the App Store, we have nevertheless made that material modification to our solution – one that we believe unfairly and unnecessarily prevents a privacy protection our customers desire.

In addition to the disconnect between our two teams for Safe WiFi, my team has also made me aware of a new concern regarding our Smart Family application.

Verizon's Smart Family application provides parents or guardians with a long list of cross-OS benefits including location alerts, blocking of harmful content, management of approved contacts, screen time limits, and appropriate downloading of age appropriate applications.

This valuable solution leverages Apple's MDM capability (and similar capabilities from Google) in support of these features. My team was recently advised by Apple that MDM support would be removed from our application. Should Apple maintain that position, it would significantly prejudice Smart Family's current and future capabilities for Apple devices.

Given the well-received benefits of Smart Family, I request that your teams work directly with mine to find a workable solution that will maintain these important features within Smart Family for the Apple ecosystem now and on a go-forward basis.

While we recognize Apple's interest in a well-ordered ecosystem, Apple's recent actions suggest a perilous absence of collaboration and common sense. For example, we were recently forced to seek review by your App Review Board of a nonsensical and arbitrary requirement that Verizon make Smart Family available to non-Verizon subscribers. Even a cursory understanding of that service, as we have explained to your teams, reveals that the service is fundamentally tied to our subscribers' use of our network. Yet, even upon "appeal", Apple has rejected Smart Family on that basis.

Beyond these recent disconnects between our teams, I believe our product groups need to work together more collaboratively, and in the spirit of partnership, on customer-friendly approaches to app store policies and important application enablement features that are in the best interests of our customers.

To that end and as two organizations committed to real customer choice and great customer experience, I'd like to suggest that we get a small group of senior leaders together to discuss how best to avoid some of the most recent disconnects described above, so that we can ensure we are both well positioned to support a comprehensive engagement and support model that puts our

customers' needs first and foremost in all of our future activities together.

I look forward to hearing your thoughts on Safe WiFi and Smart Family, and how best to get the teams together to re-align on our future endeavors together.

Regards,

Confidential

Sent from my Verizon iPad

Verizon - *making 5G impossible to ignore*