

Subject: Re: From a young Parent -Ref ' Purgin rivals' in NYT

From: "Philip Schiller" <Confidential>

Received(Date): Mon, 29 Apr 2019 19:20:26 +0000

To: Confidential

Bcc: "Philip Schiller" <Confidential>

Date: Mon, 29 Apr 2019 19:20:26 +0000

Confidential

Thank you for considering using Apple's products and for your email.

I would like to assure you that the App Store team has acted extremely responsibly in this matter, helping to protect our children from technologies that could be used to violate their privacy and security. After you learn of some of the facts I hope that you agree.

Unfortunately the New York Times article you reference did not share our complete statement, nor explain the risks to children had Apple not acted on their behalf. Apple has long supported providing apps on the App Store, that work like our ScreenTime feature, to help parents manage their children's access to technology and we will continue to encourage development of these apps. There are many great apps for parents on the App Store, like "Moment - Balance Screen Time" by Moment Health and "Verizon Smart Family" by Verizon Wireless.

However, over the last year we became aware that some parental management apps were using a technology called Mobile Device Management or "MDM" and installing an MDM Profile as a method to limit and control use of these devices. MDM is a technology that gives one party access to and control over many devices, it was meant to be used by a company on it's own mobile devices as a management tool, where that company has a right to all of the data and use of the devices. The MDM technology is not intended to enable a developer to have access to and control over consumers' data and devices, but the apps we removed from the store did just that. No one, except you, should have unrestricted access to manage your child's device, know their location, track their app use, control their mail accounts, web surfing, camera use, network access, and even remotely erase their devices. Further, security research has shown that there is risk that MDM profiles could be used as a technology for hacker attacks by assisting them in installing apps for malicious purposes on users' devices.

When the App Store team investigated the use of MDM technology by some developers of apps for managing kids devices and learned the risk they create to user privacy and security, we asked these developers to stop using MDM technology in their apps. Protecting user privacy and security is paramount in the Apple ecosystem and we have important App Store guidelines to not allow apps that could pose a threat to consumers privacy and security. We will continue to provide features, like ScreenTime, designed to help parents manage their children's access to technology and we will work with

developers to offer many great apps on the App Store for these uses, using technologies that are safe and private for us and our children.

Thank you,

Phil

From: Confidential

Subject: From a young Parent -Ref ' Purging rivals' in NYT

Date: April 29, 2019 at 9:58:33 AM PDT

To: Confidential

Dear Tim

I am an Apple customer from India.

Until 2017 I was an Android phone user, as I kept looking for a compact phone the search led me to iPhone SE.

As I was battling my decision to jump over to Apple ecosystem, you stood strongly against US Govt when requests were made to

weaken the encryption system .

That was the Moment I made the decision and came into iPhone world.

A year ago, I got upset as SE's brand new version never came, However I took as a change that cannot be stopped. Obviously there are multitude reasons why a Manufacturer would

not continue with a range of product.

I am a parent , we have two kids, 4 & 7. My wife owns an Android, a happy android user. In recent weeks we were discussing to get iPhone for her too so we can be in same ecosystem thus

start using apps that would become useful for us in managing household activities.

One of the points that made me support this approach was, the ability to secure the phones of children by parent, i.e Parent controls which I could easily download knowing Apple's app approval process is stronger

than Android.

And now , I read this article in NYT where it is upsetting to read that : ('Purging Rivals' , Jack Nicas The NewYorkTimes. 29 April 2019).

1) In the ambition to win over parental control apps, you are unethically killing entrepreneurs and small business.

2) in this greed , Apple is making kid's safety a collateral damage.

I have put the decision on hold and I am even considering returning to Android, of course a iphone buyer of SE won't affect your bottom-line, I hope as a person who stood up ethically for the customer's privacy you would value our Children's safety too.

I hope a review process in light of the article that appeared in the newspaper would correct the unethical and Unsafe practice Apple is carrying out with blind ambition.

Best regards

Confidential

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Truth is a pathless land