

Subject: Re: [Confidential] parental restriction app
From: [Confidential]
Received(Date): Sun, 28 Apr 2019 12:49:32 +0000
To: "Philip Schiller" <[Confidential]>
Date: Sun, 28 Apr 2019 12:49:32 +0000

Mr Schiller,

Thanks for your reply. We should acknowledge that Apple has been aware that these apps were using MDM for a long time, and continued to approve them to stay in the App Store.

Mobile device management (MDM) is EXACTLY what many parents need to control their kids devices. Please restore this functionality that has existed for years. Screen Time is much less effective and "watered down" in comparison.

My son doesn't get "screen time limits". He has to do his work to be earn access to his game apps each day. 30mins of work grants him 30mins on his apps. Or 45mins etc. This is not something he requests — it is something I initiate and enable from my device thanks to OurPact and its use of MDM. The other option is to physically take away and give back the phone each day. MDM is a software solution that is better than physically taking away the phone away and giving it back. If we cannot have robust control of our children's iPhones once again, we will get them an Android instead so that we can once again have that control.

Please allow parental control software to use MDM. This is just as important as corporations using MDM for their employees. One could even argue that it's more important than the reasons corporations have for using MDM. Our children's health is at stake.

Thank you.

On Apr 27, 2019, at 6:30 PM, Philip Schiller <[Confidential]> wrote:

[Confidential]

Thank you for being a customer of 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]

Date: April 27, 2019 at 8:05:21 AM PDT

To: [Confidential]

Subject: [Confidential] parental restriction app

Mr Cook,

I am a parent of 3 young children. Apple recently enabled screen time restrictions on iOS, which was a great development. However, Apple then removed several apps from the App Store such as [Confidenti] which have much more advanced options not available in iOS Screen Time. As a result, for many parents who used [Confidenti] we have LOST many restrictions options that we had before. It is ironic that Apple’s actions through removal of this app have resulted in the loss of many parental controls such as remote locking and unlocking of apps. I am very familiar with ScreenTime functions, and they simply do not replicate what [Confidential] offers. Not even close.

Please allow [Confidenti] to continue offering its services on iOS. It is used by many thousands of iOS users. You have taken away capabilities that are simply not offered on iOS.

Thank you.

Confidential