

Subject: Re: Parental controls

From: [Confidential]

Received(Date): Sat, 27 Apr 2019 22:48:06 +0000

To: "Philip Schiller" <[Confidential]>

Date: Sat, 27 Apr 2019 22:48:06 +0000

Phil-

Your explanation is very convenient, for Apple to completely dominate the parental controls market with an inferior product.

I have already reached out to both of my Senators about this monopolistic, opportunistic power grab by Apple. It is not right. I have also written a letter to the editor at the Washington post, which will likely be published next week. Next week I will contact the Governor's office of the state of California

Surely Apple can do better than this. If this issue not corrected, we will sign up for an android phone next time. Please, try to help your customers, rather than just your pocketbook. Thank you.

[Confidential]

What the caterpillar calls the end of the world, the Master calls the butterfly.

- Richard Bach

On Apr 27, 2019, at 3:38 PM, Philip Schiller <[Confidential]> wrote:

[Confidential]

Thank you for being customers of Apple 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 its 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 10:04:02 AM PDT
To: [Confidential]
Subject: Parental controls

Hi Mr. Cook-

I just read in the New York Times about how Apple is forcing parental control apps out of business. We have been using [Confidential] and it has made our family life much much better.

Our kids still use their phones, but with appropriate limits. The research on Device use clearly shows that limiting device use leads to happier kids.

Please, Mr. Cook, either drastically improve the Apple parental controls (which are almost completely unhelpful currently) or let the others live again. Thank you.

[Confidential]

What the caterpillar calls the end of the world, the Master calls the butterfly.

- Richard Bach