

*Jared Mason*

# Iphone Data Security

Is your phone making your life a little too public?



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iPhone have developed into an integral part of many peoples lives. They're used for on the go web browsing, music, communication and even fast food ordering. To provide the most optimal experience iPhones become tailored by the data users give it. However, this leaves to their iPhones logging away more data than can be predicted. iPhones keeps data that be unintentionally provided, leading to users own personal device becoming a dangerous leak of information. This data is potentially exposed due to data being accessed by multiple parties

Apple promises in their terms and conditions that they value the security of iPhone data and aims towards protecting their customers data. However, this does not extend to 3rd party software TechCrunch [1] reported Facebook soliciting teens to young adults to install "research" apps that harvest data ranging from emails to personal searches from their phones, violating Apple's privacy policies. However, Apple is not exempt from taking data, many features of the iPhone such as Siri or the camera have the information recorded



and ran through apples databases to be recorded and added to raw data files. Apple data about their customers though, are less associated with the personal information of the user and more focused on the data requested by the user [2]. However, it becomes alarm that such data is accessible when Rescue time claims that in 2018 an average iPhone user spend 3.8 hours on their device [3].

Data Recorded by iPhone is used extensively by big tech companies primarily to gain large amounts of information to make business plans based on user demographics and trends. Thousands of businesses in the modern-day record user information to detect trends in demographics and develop tailored advertisements. Static Data is the only form of data detected however, Businesses use first party cookies or apps to personalise your iPhone software to frequently stream your activities with their apps and websites. Facebook for example will record what advertisements or google searches you have made to provide advertisements you're more interested in. Many interested

businesses in the world are focused on making sure that their products and activities are the first customers eyes see leading to a competition business environment of acquiring the latest data to optimise their user's experiences. Many businesses develop software designed to subtly siphon data from users iPhone such as Facebook. Ibtimes reported that after scanning more than 2.7 million iOS and Android apps, researchers said they identified 28,502 mobile apps (27,227 Android and 1,275 iOS) that connected and stored data inside Firebase backends. Of these, 3,046 apps (2,446 Android and 600 iOS) saved data inside 2,271 misconfigured Firebase databases that allowed anyone to view their content [4].

The safety of personal Iphone Data is difficult. As it is such a large part of peoples lives, dealing with such an integral part of the system is difficult. However, the rise of VPNs (Virtual private networks) has helped protect users their information from random web browsing or allowing apps to broadcast information. However, this does not prevent

User data from being generated. Removing generated data is very difficult. Forensic data tools used by the US intelligence shows easily accessible programs and methods that allow people to retrieve data that Iphone keep despite factory resets or manual data wipes. The Iphone is a perfect catalogue of consumers data and every day living and require a great amount of vigilance on the user's part to prevent their leaking of personal data [5].

Iphone users should take precautions in what data they send through their phone and understand the practices of third-party software they download.



#### References:

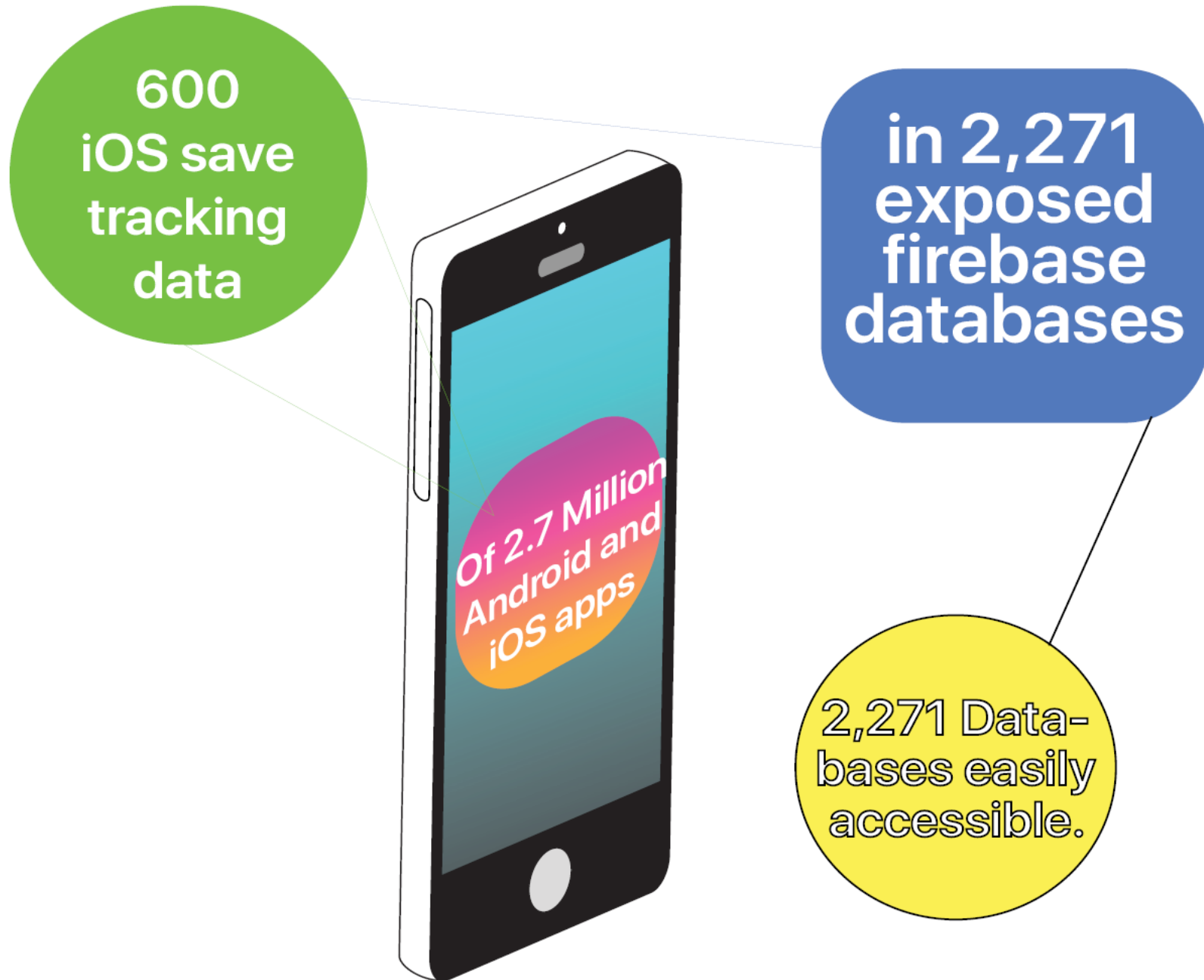
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## Apps Data leaks



# iOS apps (2008-2019)

