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THE LOSS OF PRIVACY

Apple's Greatest Heist

How one man's data is another man's
way of making lots of money selling it to
companies that then use his own data
against him

Apple's Data Stealing Practices

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Everybody is familiar with the story. "I was talking about this product with my friend and now I get ads for it!" or "I googled this product and got the ad on Facebook for it." What if there was some truth to that?

Everything you do online has a footprint. Cookies, web browsing, user data, little breadcrumbs left behind wherever you go, essentially a digital version of who you are. Companies then use that data for targeted ads, attempting to persuade you into buying similar products.

The Atlantic, in its article "Welcome to the Age of Privacy Nihilism", says 'Online services are only accelerating the reach and impact of data-intelligence practices that stretch back decades.'

This article provides a large amount of information about the topic. One important fact that it brings up is that, no, your phone or device isn't listening to you. In a way, it's eavesdropping, not on what you are saying, but on your data.

One such company is Apple. Due to the fact that many people own an iPhone, it makes it easy for them to see and keep your data. Another article by the Atlantic is about the hypocritic practices of Apple when it comes to data collection and privacy. Written in 2019, it states: "Google reportedly paid Apple \$9 billion in 2018, and as much as \$12 billion this year. All those searches help funnel out enormous volumes of data on Apple's users, from which Google extracts huge profits" Apple knowingly funnelled user data through Safari to Google.

Another such act of data stealing was after Facebook released an app to be downloaded on iPhone that was blatantly taking data from its users. The users themselves even agreed to it. The app took large amounts of personal data and used it for Facebook's "Business Profile." Apple banned their app, not because of respect of their user's privacy, but because it violated their fair use policy when it came to apps allowed on iPhones.

Finally, Apple Pay. It is admitted by Apple that they track purchases through Apple Pay on people's iPhones. It is stated on the official Apple site that the tracking of people's purchases is a common occurrence on the iPhone.

Now, Apple, unfortunately, won't release any statistics about the data

they steal, denying the fact entirely. Funny how they care about the company's privacy in these things.

In 2019, a survey asking different generations was conducted in order to best understand how everyone stood with their data being stolen. Its numbers showed that the older generations were more concerned about data stealing than younger generations. You can see this in the infographic.

In the end, Apple's use of the iPhone for data stealing is worried about by many. A company eavesdropping on user data then using it for its own purposes isn't moral.



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Percentage of people that are concerned about Apple's data stealing by generation

Key: ■ Not concerned at all ■ Slightly Concerned ■ Neutral ■ Somewhat Concerned ■ Very Concerned

