Parmida Zendehdel

Save Your Identity

what's apples interpretation of privacy ?

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Apple is known as one of the topmost trusted and reliable technology companies, which is why some critics believe it's flawed within the system that is associated with your data and personal information.

CEO, Tim Cook has confirmed on many occasions that they take privacy very seriously and that technology is constantly developing to assure users they are trying everything they can to decrease data theft stating that, "We at Apple believe that privacy is a fundamental human right."

Data theft and collectors have been an issue within the technology industry for many years with severe results. This is why many users doubt their data is safe especially when the Coronavirus Outbreak forced 90% of people to work from home making it more of a risk factor.

During a Livestream at the Brussels Based Computers, Privacy, and Data Conference in 2020
 Tim Cook spoke on the matter of privacy, specifying that privacy should be taken as seriously as climate change "we should put our deep thinking into that and decide how can we

make these things better and how do we leave something for the next generation that is a lot better than the current situation."

On the Apple page under their Private Policy it is stated that Apple collects, uses, and shares personal data, followed by "In addition to this Privacy Policy, we provide data and privacy information imbedded in our products and certain features that ask to use your personal information" although it may assure us, it is still not 100% accurate and can be tampered with. the apps used may not be associated with apple but have caused serious damage to the company's reputation with identity theft and hackers using apps to get to your data.

The company has received many backlashes making them out to be responsible for leaking information but Tim Cook commented by saying "it's important for people not to categorize 'Big Tech' in a way that would make people view it to be monolithic because I think the companies are actually quite different compared to one another." Big tech is a category in which apples a part of a group with Facebook, Google, Microsoft, and

Amazon, which is why the blame is targeted at these companies.

In the blog, Intego (2020) wrote about the issues of Apple's privacy. The blog written by Kirk McElhearn goes on to explain the harmful issues the lack of privacy and security apple has provided he spoke on, how working online from home has spiked up serious fraud for business and workers, reporting "the Great Twitter Hack of 2020 was notable for its targeted attack on a number of high-profile Twitter users. CEOs and politicians had their accounts compromised, tweets were posted for a cryptocurrency scam, and some users' direct messages were accessed. All this shows how we cannot trust apps and services with highly sensitive data if their systems are not secure"

Even though most of the year of 2020 was difficult for apple, not all responses and reviews were negative and disappointing. With every new software update apple aimed at creating a new privacy and security feature. Kirk (2020) explained in his blog that one of the new key features is the Safari Privacy Report and Safari's Robust Tracker Blocking.

Quoting, "this report tells you what websites are following you around, and helps you understand where your privacy is being violated."

In 2019 many claims went into depth about the feud between Apple and Facebook and how apple has a history of making deals with companies such as safari to route web searches through google. Cooks statement on the Brussels Live stream in 2020 stating that the data serve to enrich the collectors but yet use them for their benefit without the user's confirmation, 'The Atlantic', Ian (2019) exposed how "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."

Privacy and security are taken very seriously at apple although the past few years haven't been easy on the company they take every approach to try to make their users feel safe and protected with every new update and software that is released in their attempt to keep data secure. This proves to the users that they make severe changes with every new update to assure that the risk of data leakage becomes slim.

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The Costs of Damage caused by Cyber Crimes