

Rehana Tlais

Appily Ever After

Time and time again, Apple continues to show they care more about the money



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Apple promises to produce the best personal computers in the world, as stated on the company website. They deliver this promise through various protections embedded into their products that secure the products themselves from malware and viruses. One such protection is encryption providing user data security.

Over the years, Apple has limited who has access to their consumer's data and has improved their user privacy/security, which has its many advantages and disadvantages.

Apple's security implementations are ground-breaking inventions that allow trust to form between the company and its consumers. This is evident in their powerful encryption, where only the sender and receiver can decrypt what has been sent. The high-tech corporation first introduced high-level security back in 2001 with the software OSX on their Macs. OSX, later updated to



macOS is a system placed inside Macs which allows users to access various development technologies securely whilst also protecting their data.

Apple's security designs towards its products are ground-breaking inventions that allow a trust to form between the company and its consumers. This is depicted through their powerful encryption where only the sender and receiver can decrypt in their products such as iPhones. The high-tech corporation first introduced high-level security all the way back in 2001 with the software OSX on their Macs. OSX, later updated to macOS is a system placed inside Macs which allows users to access various development techs securely whilst also protecting their data.

All Apple products, as of date have the Apple M1 chip, which is included inside their products and provide security such as safeguarding passwords and data. It's a

Apple's security design

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significantly effective file-level encryption that allows buyers to stay secure.

Apple provides various amounts of protection towards their consumers in a way that is easily accessible with all their products. An example of this is if an individual loses one of their Apple products, they can track it through Find My iPhone. Another similar software is a tracking system called Offline Finding (OF) that allows others to detect lost devices and track the original owner through Bluetooth Low Energy (BLE). BLE is software that Apple relies on for almost all of its products and helps bring peace of mind to its customers can be located.

The high-tech corporation also uses a system referred to as Keychain which secures data and stores login information and prevents unauthorised individuals from accessing it. Only the user and in certain

limited circumstances, law enforcement agencies, have access to this data.

The company has significantly improved their user privacy/security from when it first began in 1976. Their determination to improve is shown the moment they joined Cyber Readiness Institute as a co-chair. CRI is a program that allows individuals to protect their data, employees, vendors and customers as stated on their website.

Apple joined the program in order to raise awareness and prevent its customers from falling victim to security malware. The company promises to increase cybersecurity safety on all their products and has implemented multi-factor authentication such as Face-ID and security training.

The company hopes for minimum data collection and states clearly that they aim to educate users about the nature and use of securing their data.

Cons:

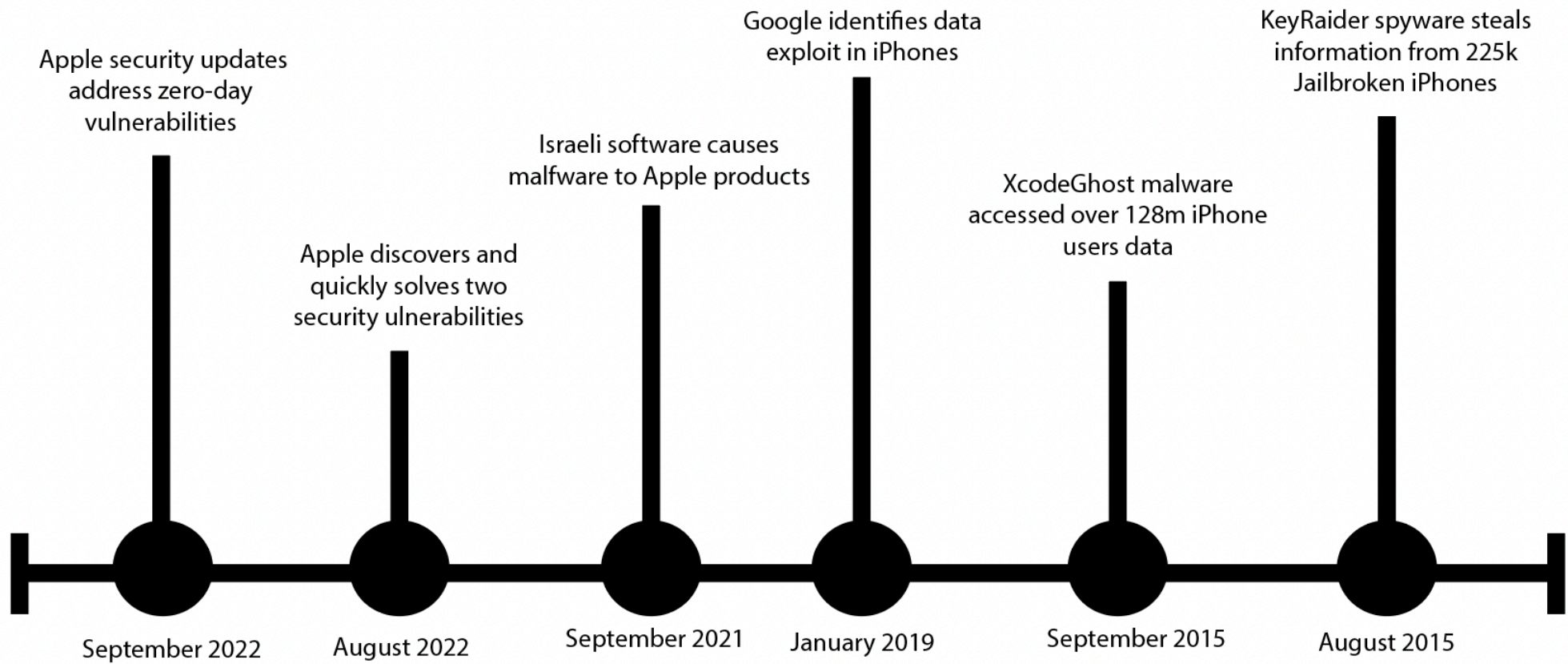
- Apple sometimes collects data anonymously, such as through Siri which memorises the user's voice.
- The company's strong belief in privacy enables criminals to hide from law enforcement.

Apple, amongst other well-known tech brands such as Google and Samsung, is considered to be the better brand regarding privacy and security due to the high level built into their products. The company commits to allowing its consumers to keep their data safe and secure.

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Data linked to Apple users



Purchases



Location



Sensitive Data



Browser History



Contact info