

**Subject:** Competing on Privacy  
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**Cc:** "Phil Schiller" <Redacted@apple.com>  
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Here is the latest slides we have on privacy. Still a lot more work to do but good start. We can share this with AI on Fri. If we do, I can have Eric Albert and Jane Horvath present it as they did the work.

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Let me know if you would like to do that.

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# Competing on Privacy

January 2013

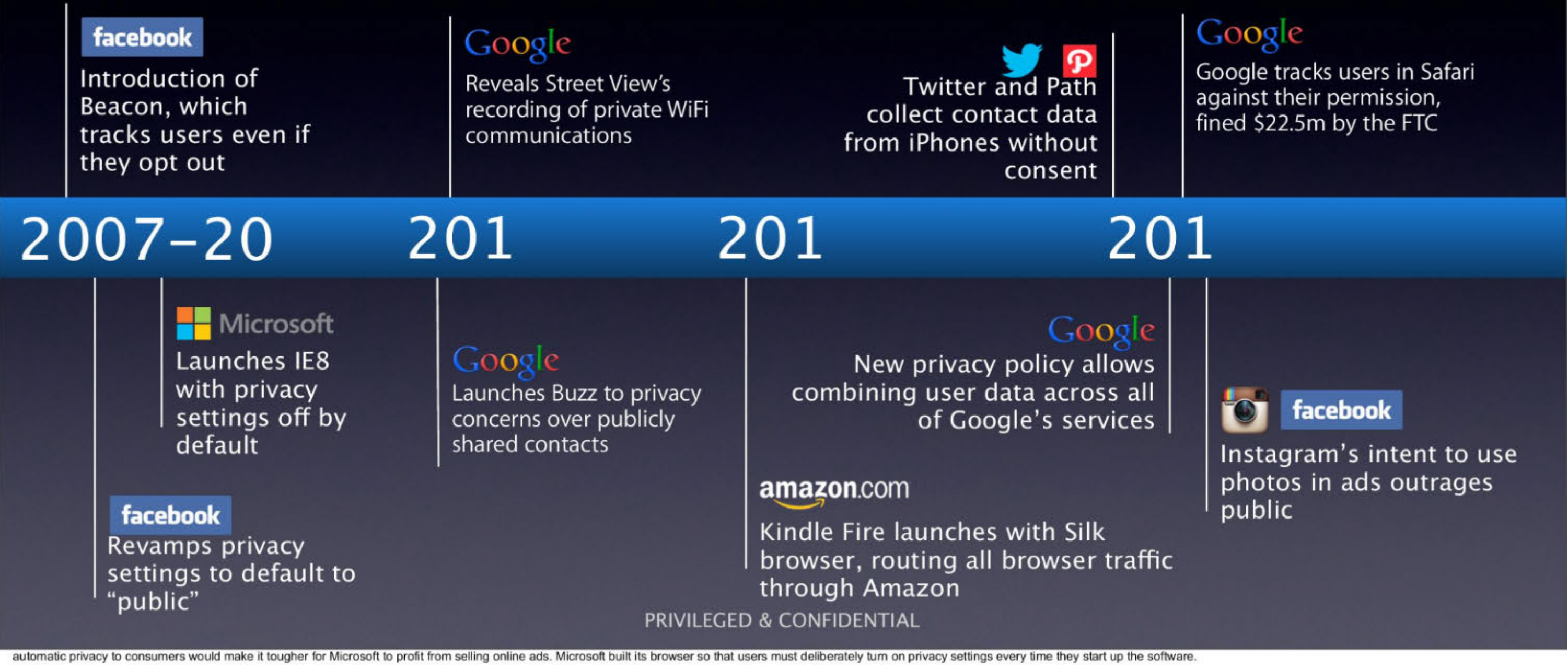
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# The State of Privacy

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# Privacy Timeline



# Our Competitors' Approach to Privacy

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“Google’s policy is to get right up to the creepy line but not cross it. I would argue that implanting things in your brain is beyond the creepy line. At least for the moment, until the technology gets better.”

Eric Schmidt  
Washington Ideas Forum in 2010

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# Accounts



Combines data across services only when it provides a better customer experience

Supports separate accounts for iCloud, App Store, iTunes Store

Siri, Maps, and iAd do not use the Apple ID

Combines data across services

No separate account support

One sign-in links Voice Search, Maps, Ads, Google+, Apps, Mail, Calendar, etc

Buying or updating an app requires system-wide sign-in

Only reasonable use case is full authentication

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# Siri and Voice Search



User data tied only to Siri use

Data persistence is under user control

Identifying data never given to third parties

Voice Search is tied to the Google Account

On Samsung phones, once S Voice is used, subsequent Voice Search data is sent to Vlingo (backend for S Voice) and cannot be disabled

- Transcription, contacts, location, etc

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# Redacted



# Maps



No ads served in Maps

Maps search, location, and other data is not shared with iAd

Maps usage is not associated with an Apple ID

Ads served in Maps

All Maps activity is associated with a Google Account and is commingled with ad data

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# Search and Ads



Searches in Safari, Maps, and Siri are not tied to an Apple ID

“Firewall” between iAd and other Apple services

Ad-related data is only sent to iAd servers

Searches are tied to Google Accounts

Ad targeting uses information collected from all services

Ad-related data is mixed with other services

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# Android is a massive tracking device

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# Apple's Approach to Privacy

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“We take privacy extremely seriously...  
A lot of people in the Valley think  
we're really old-fashioned about this...”

Steve Jobs  
All Things Digital Conference in 2010

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The point here, is that its in our DNA