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APPLE STATEMENT

CEO Coalition to make the Internet a Better Place for Children

Apple appreciates the opportunity to have participated in the CEO Coalition process. For many years, we have implemented industry-leading, innovative settings and controls that enable parents to protect their children while using Apple products and we will continue to innovate in this area.

Action 1 Simple and robust reporting tools for users

Apple allows users to report concerns via Support in the iTunes Store and via www.apple.com

Action 2 Age appropriate privacy settings

Apple is deeply committed to protecting the privacy of our customers. Apple has adopted a single comprehensive privacy policy for all its businesses and products, including the iTunes Store and the App Store. We are committed to providing our customers with clear notice, choice and control over their information. We only allow Apple accounts that collect personally identifiable information for individuals aged 13 and over. Apple does not collect, use, or have access to any personal information about users collected via third party applications.

Apple offers a comprehensive set of privacy controls on iOS devices, to give the customer clear choices about what data can be accessed via the device. Users and parents of users can allow or block access on a case by case basis to location data, contacts, calendars, reminders, photos, Bluetooth sharing, as well as access to their Twitter or Facebook profiles (if set up on the device). These choices can be changed at any time by the user or parent of the user. Parents can also use the Restrictions on iOS to block changes to the privacy settings they want on the device.

Game Center profiles are private by default for all users. If a profile is entered for someone under 13, the registration process does not collect the name of the user.

Action 3 Wider Use of Content Classification

Apple has already put in place industry-leading content classification and controls across all of their devices. iTunes classifies content in line with the national system in place on a per-country basis, to offer an easily understandable rating for users. Apps on the Apple App Store are all rated (4+, 9+, 12+ and 17+) according to a clear set of guidelines, and the ratings are accompanied by explanations on the app page for the customer. Apple has easy to use parental

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controls that allow parents to customize and restrict their child's access to content and Apps based on their ratings.

Action 4 Wider Availability and use of parental controls

Apple has implemented industry-leading, innovative settings and controls that enable parents to protect their children while using Apple products. Apple includes as standard a range of parental control tools across all iOS devices and Mac computers. Our aim is to have embedded controls on all devices which are easy to use for parents and can be password protected to ensure that those controls are secure.

Macs:

Parents can set up a profile for their children, which is locked with an administrator password. The areas of control possibilities are as follows:

- Apps – parents can restrict access to certain applications on the computer and to the possibility to modify the dock of applications.
- Web – access to adult websites can be activated, or parents can choose which sites can be accessed by the child, allowing a more granular and individualized approach.
- People – parents can decide with which people the child can interact via Mail and iChat.
- Time – parents can set the times and amount of time during which the child can use the computer during the week and also the weekend.

iOS devices:

All iOS devices have the possibility to set restrictions via the settings menu. These restrictions are also protected with a passcode which is set by the parent. You can choose to restrict access to the following applications and features on the device:

- Safari
- Camera (also disables FaceTime)
- FaceTime
- iTunes
- iBookstore2
- Installing apps
- Deleting apps
- Siri
- Explicit language for Siri

You can choose to prevent access to specific content types:

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- Ratings (select the country in the ratings section to automatically apply the appropriate content ratings for that region)
- Music and podcasts
- Movies
- TV shows
- Books
- Apps
- In-app purchases

You can also adjust the time necessary before a password is required to purchase content. You can choose to prevent changes to Privacy settings, including:

- Location Services
- Contacts
- Calendars
- Reminders
- Photos
- Bluetooth sharing
- Twitter
- Facebook

You can choose to prevent changes to the following settings/accounts:

- Accounts (disables changes to Mail, Contacts, Calendars, iCloud, and Twitter accounts)
- Find My Friends
- Volume limit

You can choose to restrict features within Game Center:

- Multiplayer games
- Adding friends

Action 5 Effective takedown of child abuse material

Apple curates its App Store, and does not allow Child Abuse Material.

In 2013 Apple will continue to demonstrate its commitment to industry leading, innovative settings and tools that enable parents to protect their children while using Apple products.