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ITWP 2600

Chapter 7 Exercise

## **Apple's Privacy Policy**

### **Opt-In or Opt-Out Policy**

Apple's Privacy Policy doesn't explicitly state "opt-in" or "opt-out" for all data collection but suggests an opt-in approach where consent is required, but can be revoked at any time. For essential services like transactions, data collection is implied as necessary without an opt-out unless users avoid the service. Personalized ads allow opting out via settings. The policy's clarity on this varies, making it appear somewhat ambiguous.

### **Provisions Regarding Children**

The policy includes a "Children and Personal Data" section, defining children as under 13. It requires parental consent for child Apple Accounts via the "Family Privacy Disclosure for Children" and institutional consent for Managed Apple IDs. Unauthorized collection of children's data triggers prompt deletion, showing strong protections.

### **Provisions on Business Sale or Closure**

The policy mentions data disclosure during a "reorganization, merger, or sale" if legally justified but offers no specific details on what happens to personal data if Apple goes out of business or is sold.

### **Policy Clarity**

Apple's Privacy Policy is clear and structured, using plain language and examples to explain data practices and rights, with links like [privacy.apple.com](https://www.apple.com/legal/privacy/en-ww/) for accessibility. Its length and technical detail can be more than most are willing to read, and opt-in/opt-out ambiguity plus vague business closure provisions reduce transparency. It's comprehensive and easy to read while also being a bit vague in some places.

### **Source:**

<https://www.apple.com/legal/privacy/en-ww/>