

Apple privacy policy frustrates government

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Created 23/09/2014 - 9:16am

Submitted by keziahcollins on Tuesday 23rd of September 2014 09:16:47 AM

The release of the Apple iOS 8 software meant that Apple updated its privacy policy. As a company that has always put personal privacy above all else, this means you can expect your personal information to be even more protected than before. But to what extent should you expect privacy, and at what point is the government going to step in and say no?

What privacy can you expect?

You might be wondering if the Apple privacy policy means you can avoid all government spying. Of course, that would be impossible. As Fox News explains, Apple can only control the information associated with its phones and Apple accounts. All other information is controlled elsewhere. For example, a phone tap could still happen because Apple does not provide the cell service, just the device. And spying through social media is still possible. The only things covered in the Apple privacy policy is anything associated with your Apple account, such as uploads to your cloud, photo storage, email, contacts, and even call history.

More or less, Apple has explained that it cannot access the data simply because it has created a privacy system where it cannot bypass your passcode. If a warrant is placed for access to account information, Apple can deny it because it has no way to access the info. For cops, this means they don't have access even if they get judge authority. For you, it means your information is protected in all circumstances.

Government action?

It is possible the government could come in and say that Apple has to retain access to accounts in the event of a national crisis or threat to the nation; however, that has not yet happened. For now, Apple intends to provide as much privacy as possible to its customers, so they feel comfortable using their personal devices without fear of information leaking.

Some people are hesitant to trust Apple after the incident of leaked nude celebrity photos from the iCloud, but Apple says those were isolated incidents where hackers stole passcode data to get the images rather than the photos just getting leaked.

Privacy important to customers

As you are working on your automated text systems and allowing your customers to text you for an automated response, it is important that you keep their information private as well. There is nothing that will make a customer leave faster than finding out you just sold their personal information to another company. Make sure you have a privacy policy on your texting services clearly laid out when your customers sign up and again on your website to prevent confusion.

Source: foxnews.com/tech/2014/09/18/expert-apple-is-making-life-more-difficult-for-cops/

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