

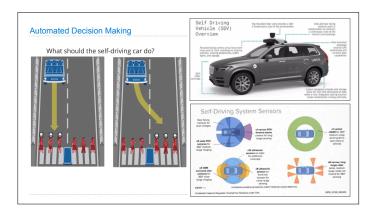


Society

Privacy Policies and Laws Mark Zuckerberg in San Francisco, January 8, 2010 "People have really gotten comfortable not only sharing more information and different kinds, but more openly and with more people. That social norm is just something that has evolved over time." Tim Cook in Brussels, October 24, 2018 "We at Apple are in full support of a comprehensive federal privacy law in the United States. There, and everywhere, it should be rooted in four essential rights: - First, the right to have personal data minimized. Companies should challenge themselves to de-identify customer data, or not to collect it in the first place. - Second, the right to knowledge. Users should always know what data is being collected and what it is being collected for. This is the only way to empower users to decide what collection is legitimate and what isn't. Anything less is a sham. - Third, the right to access. Companies should recognize that data belongs to users, and we should all make it easy for users to get a copy of, correct, and delete their personal data. - And fourth, the right to security. Security is foundational to trust and all other privacy rights."









That's all. Thanks!