



October 19, 2021

The Honorable Frank Pallone
Chairman
Committee on Energy and Commerce
2125 Rayburn House Office Building
Washington, DC 20515

The Honorable Anna G. Eshoo
Chairwoman
Subcommittee on Health
2125 Rayburn House Office Building
Washington, DC 20515

Dear Chairman Pallone and Chairwoman Eshoo:

Thank you for considering HR 2161, the “Children and Media Research Advancement Act” or the “CAMRA Act.” Apple supports this important legislation, which sets up a research program led by the National Institutes of Health to study the effects of technology and media on infants, children, and adolescents in core areas of cognitive, physical, and socio-emotional development.

We have long shared your concern over how children use technology. Over the years, we have introduced a number of features that help parents find the right balance for how they want their kids to interact with their devices. For instance, we’ve built-in parental controls to provide age restrictions for music and apps, we introduced Family Sharing to allow families to share purchased content, and we created Screen Time to give parents the ability to set how much time they want their child to spend in a particular app, category of apps or websites.

We’ve also carefully curated a Kids section in the App Store to make it a safe space for children. Apple reviews every app to make sure it does what it says it does. We even give parents the ability to tap an age range in the Restrictions setting where kids can buy or download only apps appropriate for them — including curated recommendations.

We’ve designed tools to help our customers focus while using our products, such as reducing distractions with Do Not Disturb or utilizing the new Focus feature we just introduced in iOS 15. Focus helps users reduce distraction by filtering notifications based on what they want to focus on in that moment.

On Apple Watch we have wellbeing features that encourage movement and reflections, detect falls and encourage proper hand washing. With Family Setup, we also introduced Schooltime that enables parents to set schedule-based limits on a child’s Apple Watch during school hours, allowing their child to focus.

Putting an extra layer of safeguards in place with our devices, parents can set up their child’s Medical ID where first responders can access critical medical information like allergies and medical conditions from the Lock screen, as well as who to contact in case of an emergency. And our products have Emergency SOS, where kids can quickly and easily call for help and alert their emergency contacts. These features give parents peace of mind when their children use Apple products.

We also know that our devices are used in school settings and have apps that can be incorporated like Schoolwork, a powerful iPad app where teachers and students can keep track of assignments and student progress. Teachers can assign activities in

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Schoolwork and the app reports student progress on these activities. And we offer developers the ability to integrate ClassKit into their apps. ClassKit enables features in education apps for iPad that can be used by educational institutions with Apple School Manager and Managed Apple IDs. ClassKit and Schoolwork are built with student privacy in mind.



Privacy is one of our core values and is built into all our products. So much of our digital lives are stored on Apple products and it's important to protect that information. We give our customers the ability to control what information they share, and who they share it with. We've also made it easy for parents to set privacy controls on their kids' devices to keep them safe.

We appreciate Congress' efforts to study the impact of technology on children, and thank you for your work on this.

Sincerely,

A handwritten signature in black ink that reads "Tim Powderly". The signature is fluid and cursive, with the first name "Tim" and last name "Powderly" clearly distinguishable.

Tim Powderly
Senior Director, Government Affairs, Americas
Apple

CC:
The Honorable Jamie Raskin
The Honorable Anthony Gonzalez
The Honorable Edward Markey
The Honorable Ben Sasse