



Response to questions for the record
by the House Committee on the Judiciary
Subcommittee on Antitrust, Commercial and Administrative Law
following the Field Hearing on *Online Platforms and Market Power*
Part 5: Competitors in the Digital Economy

Washington, DC
March 30, 2020

Executive Summary

Tile was honored to participate in this Subcommittee's January 17, 2020 field hearing in Boulder, Colorado. Unfortunately, since that hearing, Apple's anti-competitive behaviors have gotten worse, not better.

Despite Apple's multiple promises to reinstate "Always Allow" background permissions option for third party apps' geolocation services, Apple has not yet done so. Instead, and as detailed herein, from Tile's perspective, Apple has introduced new requirements for iOS 13.3.1¹ that will make the user experience for Tile customers even worse. Moreover, despite multiple requests, Apple has also made no indication that it will address any of Tile's other repeated concerns to help level the playing field while respecting users' privacy, including:

- Ceasing background permissions reminders that denigrate Tile's user experience, cause consumer frustration, and undermine the integrity and trustworthiness of our product (but that don't apply to FindMy); even though Apple intends to use it to enhance FindMy and its Tile-like competitor;
- Providing access to critical diagnostic data;
- Applying rules equally to FindMy and non-native apps such as Tile;
- Equal prominence and placement on devices;
- Ceasing search engine advertising/bidding utilizing Tile's search terms that is aimed at identifying Tile's customer base and rerouting customers while driving up online advertising costs
- Enabling Tile to access Ultra-Wide Band (UWB) technology for the benefit of its users,

And more.

Simultaneously, reports continue to surface that Apple's competing hardware product launch is imminent.²

Also, as described in more detail herein, each of Apple's purported justifications for its anti-competitive behavior is spurious. Notably:

- Apple defends its preferential behaviors and disparate treatment of competitors because FindMy is part of the OS. If privacy was truly Apple's primary concern, it would subject FindMy to **at least** the same permissions consent and reminder standards to which it holds third parties. Instead, it enables access and *sharing* of location data with users' friends by default, and even if they indicate that they do not want FindMy to access their

¹ See Response to Question 11

² Constine, Josh. "All the startups threatened by iOS 14's new features." Tech Crunch, 03/10/20, <https://techcrunch.com/2020/03/10/all-the-startups-threatened-by-ios-14s-new-features/>, accessed 03/25/20.

Epstein, Zach. "Massive iOS 14 beta leak reveals 5 exciting new features." MSN, 03/10/20, <https://www.msn.com/en-us/news/technology/massive-ios-14-beta-leak-reveals-5-exciting-new-features/ar-BB10Z6Za?src=rss>, accessed 03/25/20.

Hein, Buster. "Apple's AirTags will use removable coin battery." Cult of Mac, 03/10/20, <https://www.cultofmac.com/690905/airtags-battery/>, accessed 03/25/20.

Rossignol, Joe. "Apple's Rumored Tile Competitor 'AirTag' May Have Removable Coin-Shaped Batter Like the Tile Pro." MacRumors, 03/09/20, <https://www.macrumors.com/2020/03/09/airtags-cr2032-battery-rumor/>, accessed 03/25/20.

data at all upon first launch of FindMy. They also bury FindMy location permissions and make them difficult to turn off.

- Apple maintains that the seamless location access that FindMy enjoys is “essential” to help customers immediately locate misplaced or stolen items. Apple doesn’t mention that the exact same justification is true for Tile;
- Apple stated recently that “[g]iving developers a fair and level playing field has been our key to success--and we will stay on that course.”³ If that were the case, Apple would be taking steps to address its deliberate anticompetitive behavior and disparate treatment of competitors.
- Apple has stated repeatedly that it stores data locally, which enhances user privacy. But Apple does not mention myriad other privacy practices relevant to assessing the privacy hygiene of a mobile app. Moreover, local storage may not be feasible for all companies, is otherwise not necessarily a one-size-fits-all solution, and moreover is not an iron-clad guarantee of user privacy.

In light of Apple’s impending competing hardware launch, coupled with the devastating effects of the global coronavirus pandemic on small businesses and supply chains, it is more important than ever to ensure the competitive integrity of the Apple ecosystem. However, as described in more detail herein, Apple continues to exploit its unfettered market dominance by continuing to change the rules of the game in its own favor without justification and without consequence.

Importantly and unfortunately, Apple has given no indication that its behavior will change without governmental intervention.

Subcommittee Questions:

1. **In response to a Subcommittee question about Apple’s treatment of location requests by third party and native iOS apps at this past summer’s hearing, Apple wrote, “Apple does require notifications to users allowing them to control how apps can use their location data.” In your written testimony, however, you state that “Apple surfaces neither reminders of FindMy’s data collection, nor prompts for its customers to disable” such data collection.**
 - a. **Does Apple treat its own product the same as it treats Tile? Do the same rules apply to each product?**

Tile Response: No. Apple does not treat FindMy the same as it treats Tile. Nor do the same rules apply to FindMy as they do to Tile. As we have stressed throughout this inquiry, Apple’s disparate treatment of Tile dramatically underscores how, Apple has used the concept of privacy as a shield by making changes in the name of privacy that at the same time give it a competitive advantage.

As mentioned during the January 17 field hearing, Apple has unfettered power to, and does, change the rules that apply to competitors at any time in its own favor without meaningful notice.

³ Smith, Matt. “There’s a Fight Raging Over Apple’s App Store. Why Some Regulators and Developers Are Calling It a Monopoly.” Barron’s, 03/20/20, <https://www.barrons.com/articles/apple-app-store-developers-are-pushing-back-on-apples-power-51584700200>, accessed 03/25/20.

The changes described below occurred at the same time Apple enhanced FindMy in ways to more directly compete with Tile and at the same time that it was planning to release a competing Tile-like hardware product. This exploitation of dominance in the marketplace gives them a clear competitive advantage.

b. If differences exist, could you describe what some of these differences look like?

Tile Response: As the Subcommittee is aware, Tile requires background location permissions in order to work and help customers find their most important belongings when they've left them behind. Without Always Allow location permissions, for instance, if someone leaves their wallet at a coffee shop, Tile wouldn't be able to detect the location of loss unless the user was using the Tile app at the precise time of separation.

Apple enables those background permissions for FindMy by default when the user sets up their phone or operating system (and outside the context of the FindMy app experience) so that it works seamlessly out of the box. This location data is shared with FindMy users' friends even if they indicate they don't want Apple to enable location service upon first launch of FindMy. To make matters worse, FindMy location permissions are difficult to find and require a password to disable.

Tile customers, by contrast, have to go deep within their settings to enable the requisite permissions at all. If they are able to do so, Apple then serves up repeated reminders to Tile customers to turn the permissions off, which cast doubt upon the trustworthiness of our app and sometimes leads customers to believe our app is broken. They serve no such reminders to its own FindMy customers.

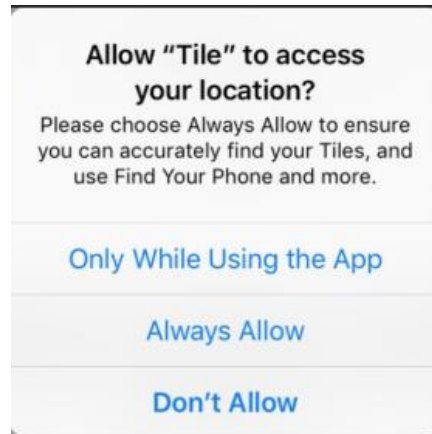
Apple maintains that it made these changes to better ensure consumer privacy. If privacy is truly their overriding concern, then FindMy customers should experience the same location permissions/deactivation/reminder process as Tile customers. This disparity results solely from Apple's deliberate design.

The best way to demonstrate Apple's preferential behavior in this regard is to walk through each respective flow.

(i) Tile's Location Permissions Flow

1. Tile's Location Permissions Flow Before iOS13

Before iOS 13 was released last September, Tile customers were given the ability to choose the location permissions they wanted to grant Tile upon first launch of the app. As noted above, Tile's services need "Always Allow" in order to function. And before iOS13, that option was presented to Tile users clearly, just-in-time and in the context of the Tile app upon its first launch:



Once a user made that choice, they could disable or change that setting any time within their Tile app location settings.

2. Apple Renders Location Settings Difficult to Set with iOS 13

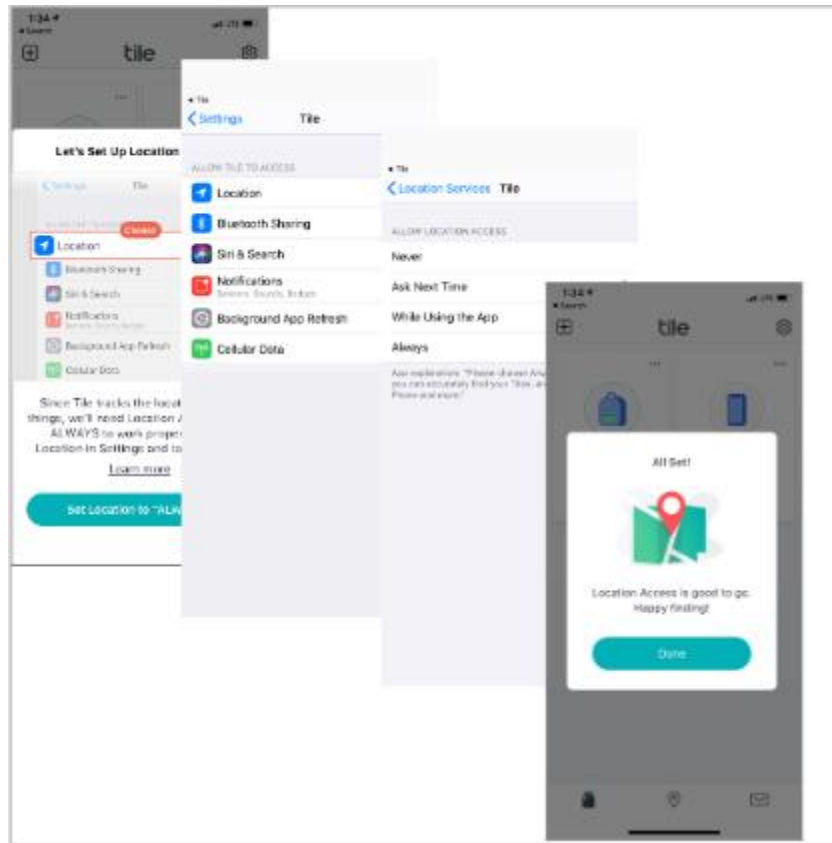
At precisely the same time that Apple was planning to launch a competing hardware product and made updates to FindMy to compete more directly with Tile,⁴ Apple simultaneously made it very difficult for Tile customers to enable location permissions needed for Tile to work.

In particular, Apple removed the “Always Allow” option from the pre-iOS location permissions prompt above and instead buried that permission deep within user settings. The new options at first launch of Tile’s mobile app are “Allow Once,” “Allow While Using” and “Don’t Allow.” For apps like Tile that rely on “Always Allow” to enable critical functionality, no matter what a consumer uses, the app won’t work. For that reason, any option chosen by Tile customers would render Tile’s service inoperable and result in only confusion and customer frustration.

Accordingly, Tile was forced to devote its limited resources to develop, design and engineer a brand-new onboarding flow. In stark contrast to the pre-iOS13 flow above, Tile had to enable a 4-step process directing customers outside the app and deep within their settings to enable core functionality:

⁴ Albergotti, Reed. “Apple Says Recent Changes to Operating System Improve User Privacy, But Some Lawmakers See Them As An Effort To Edge Out Its Rivals.” Washington Post, 11/26/20, <https://www.washingtonpost.com/technology/2019/11/26/apple-emphasizes-user-privacy-lawmakers-see-it-an-effort-edge-out-its-rivals/>, accessed 03/25/20.

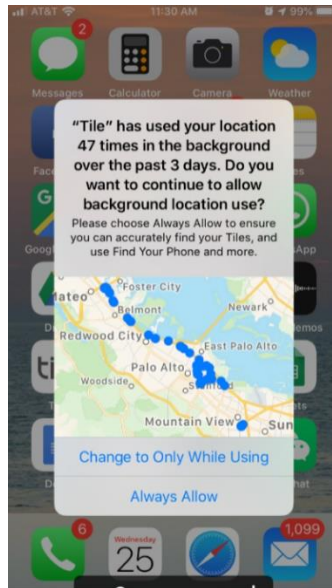
Mr. Albergotti writes, “In iOS13, Apple introduced ‘offline finding,’ a service that helps Apple users find lost devices, even if they’re not connected to the Internet in a type of networked Bluetooth crowdsourcing.” Tile has utilized this networked Bluetooth crowdsourcing in its products since their inception.



This onerous flow, which Apple does not subject its FindMy customers to, has led to a material decline in proper settings enablement for Tile customers. Tile estimates a decline of as much as **40%+** if the effect of other changes to iOS 13 including permissions and reminders (described below) are taken into account.

3. **Once A Tile Customer Sets Proper Tile Settings, Apple Sends Users Repeated Reminders to Prompt them to Turn them Off**

If a Tile user is able to set proper location settings, Apple then surfaces reminders periodically outside the context of the Tile application recommending that our customers to turn them off. Tile has no control over these reminders, which lack context about the consequences of disabling “Always Allow,” or why Tile needs the settings to help customers keep track of their belongings. Apple leads Tile customers to disable this critical setting by surfacing the “Change” setting first and otherwise renders the permission easy to turn off by accident:



Simultaneous with the introduction of reminder prompts, Tile experienced a sharp increase in users who had previously granted “Always Allow” permissions, but who had changed them without understanding that by doing so, they were essentially stopping Tile from working. However, Apple does not provide enough information to enable us to figure out which customers are affected. Nor does Apple share critical diagnostic data that would enable us to understand other potential causes of the decline, including Bluetooth Permissions or background resource consumption (thresholds for which are not shared with Tile). That renders us unable to properly diagnose issues, address them or otherwise connect with users to let them know that they need to re-enable the settings to re-enable Tile’s services.

The reminders in particular have been the subject of much consumer angst and confusion as demonstrated by posts in Apple’s own forums. Some consumers mistakenly conclude that Tile, rather than Apple, is the party responsible for surfacing these reminders. The following are a few examples of consumer sentiment:⁵

“I keep getting annoying popups saying “xyz app is tracking your location... I can’t find a way to shut off the ‘feature.’ Is there a way to shut it off?”

“I am NOT OKAY with iOS 13 constantly re-asking me over and over again if I want to share my location with Google Maps or anything else.... Constantly berating me with spamming pop-ups is NOT a feature, it’s a tactic to give less data to Apple’s competition.”

“Apple, for the love of [G]od stop, asking for location permissions after we select Always!”

“Same thing with my elderly dad’s home alarm system. He inadvertently changes it all the time because of this incessant nag feature. Always means always!”

⁵ See Appendix A

Consequently, these reminders undermine both the core functionality of our products and consumer confidence in the integrity and trustworthiness of our service.

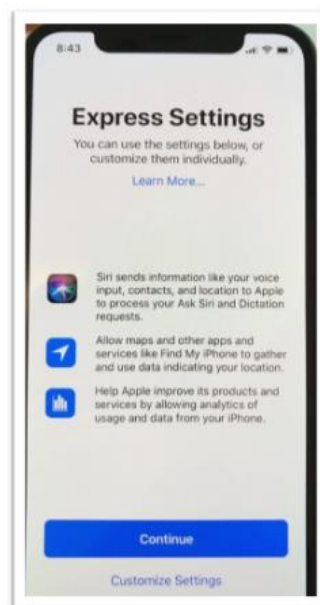
Apple does not surface these reminders to users of FindMy.

(ii). Apple FindMy Permissions Flow

1. Apple's One-Step Process For Enabling Background Location Permissions

Apple's background permissions process is markedly different from that of Tile's.

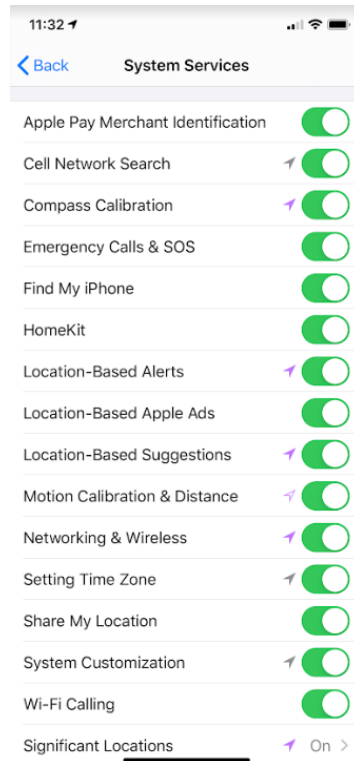
Apple has a **one-step process** for enabling background location permissions for FindMy. In particular, when the user sets up his or her device or operating system, a screen entitled "Express Settings" recommending default settings, appearing amidst an overwhelming number of other operating system set up tasks:



"Continue" is highlighted as the recommended option for all Apple customers.

Importantly:

- Pressing "Continue" opts Apple customers into over 15 separate location permissions called "System Services" **by default** with no explanation. These permissions include "FindMy iPhone," "Share my Location" and "Location-Based Apple Ads."



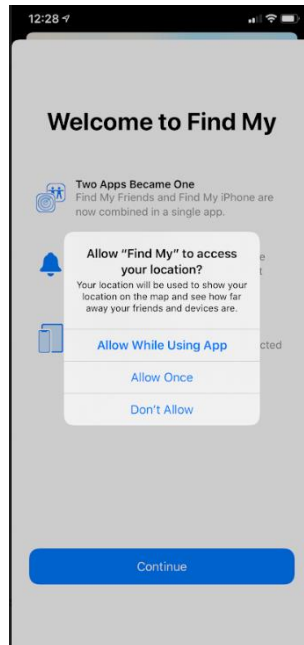
- Indeed, pressing “Continue” enables Apple to access a user’s location at all times by default and for all purposes ***including advertising and sharing location information with third parties.***
- Despite the vagueness of Apple’s flow, in response to a press inquiry asking why FindMy gets to bypass the location permissions rules that apply to competing apps, Apple commented that “Find My and other apps are built into iOS” and that it “doesn’t see a need to make location-tracking requests from users for the apps after they install the operating system.”⁶

(ii). Apple’s FindMy Location Permissions Are Confusing, Misleading and Difficult to Disable

As noted, Apple customers are prompted to opt into all location permissions by default upon device or operating system set up via “Express Settings.”

Apple may say in response that when users launch FindMy for the first time, they surface the same prompt as all other apps that seek location permissions:

⁶ Tilley, Aaron. “Developers Call Apple Privacy Changes Anti-Competitive.” The Information, 08/16/20, <https://www.theinformation.com/articles/developers-call-apple-privacy-changes-anti-competitive>, accessed 03/25/20.



However, the above prompt only dictates whether the user can see their own location in a map within FindMy. No matter what the consumer chooses, location permissions will be **collected and shared** per “Express Settings.” In other words, even when a customer chooses “Don’t Allow” at first launch of FindMy:

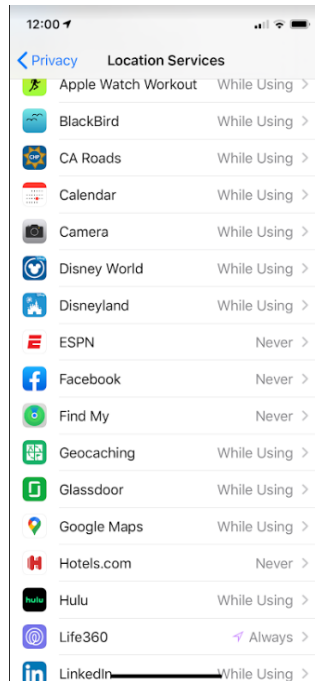
- The user’s location data **can still be collected in the background at all times**;
- The user’s location data **can still be shared with friends within the FindMy app**.

For example, the below screen appears within the “Me” tab of FindMy when a user has enabled the Express Settings default, but thereafter selects “Don’t Allow” at first launch of the FindMy app. The “Don’t Allow” selection only results in the user not being able to see their own location in the empty map, but collection continues as does sharing with third parties which is defaulted on:

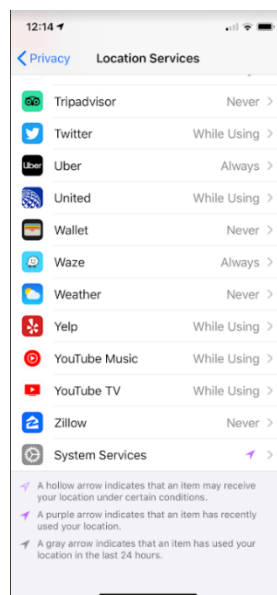


(iii) Apple Makes Turning Location Permissions Off Difficult and Confusing For FindMy

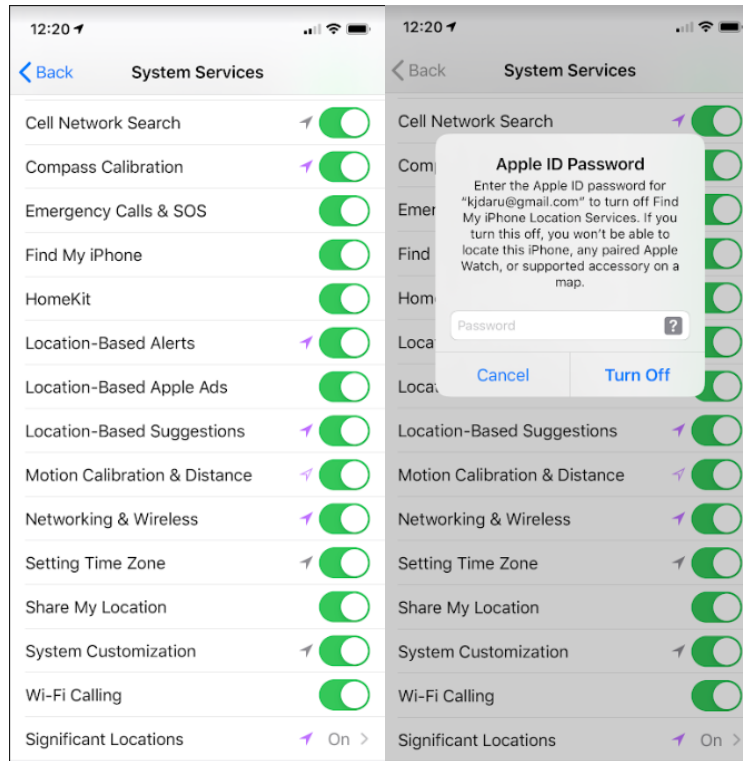
Assuming a user understood that selecting “Don’t Allow” at first launch of FindMy did not turn off background location or sharing with friends, the next place a user would go to turn off location permissions for FindMy is the App location permissions settings screen. This is where location permissions settings exist for all apps. And indeed, FindMy is included in the “Location Services” list of apps. For instance, this user’s FindMy location services permission is set to “Never:”



However, the above FindMy location permission--again--only dictates whether the user can see their own location in the FindMy map. For all other third-party apps, these location permission settings dictate whether the app can access location permissions **at all**. Unbeknownst to the user, in order to toggle FindMy's actual location permissions settings off, they need to visit a separate setting called "System Services" shown at the very bottom of the Location Services screen below:

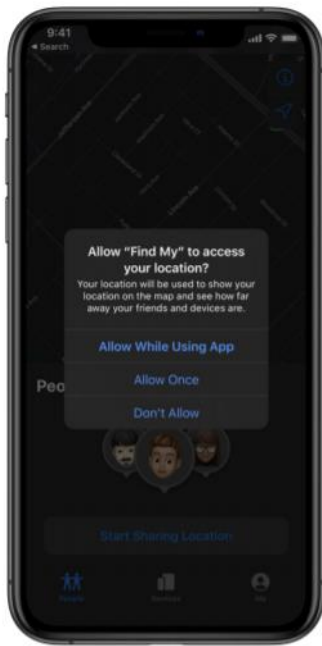


Even after users have selected "Never" for FindMy in location services above, they can simultaneously see location services for FindMy turned **on** in "System Services." And if they try to turn it off, Apple requires a password in order to do so:



Never is this explained to users in the settings flow. In fact, Apple's own location privacy whitepaper⁷ seems to indicate that choosing "Don't Allow" upon first launch of FindMy would toggle off all location permissions for FindMy:

⁷ Apple. "Location Services Privacy Overview." PDF file, 11/19,
https://www.apple.com/privacy/docs/Location_Services_White_Paper_Nov_2019.pdf.



The location permission prompt in iOS 13 and iPadOS.

Location Services settings

In Location Services settings, users can see and control which Apple and third-party apps have permission to use data on the location of their iPhone, iPad, Apple Watch, or Mac. In iOS 13 and iPadOS, when an app makes its first location request, users are shown a prompt that informs them which app is making the request along with the developer's explanation of how the app uses location data. Choosing Allow Once enables the app to access location data during that first session so a user can temporarily sample the app's location-based services. Choosing Allow While Using App gives the app permission to access a user's location data whenever the app is in use. Choosing Don't Allow prevents the app from accessing location data.

The Location Services settings are built for user transparency and control. Their primary purpose is to inform users about when and how their location data is being used and to enable them to control access for each app. All apps that have made location requests appear on a list within the Location Services settings. To make a change to an app's access to location data, users can simply find the app on this list, tap the app, and then select their preferred level of access to location data. The choices include the following: no access (choose Never), access while using the app (choose Allow While Using App), or decide later (choose Ask Next Time).

Apple does not surface any reminders of the user's settings or provide meaningful information about what the permissions even mean within the settings flow. As noted, this is because Apple sees no need to provide additional information after a user selects "Continue" on the Express Settings page.⁸ As such, and in stark contrast to Tile's location permissions flow, Apple's location permissions for FindMy are on by default, confusing, and difficult to disable.

c. Are there legitimate business reasons to impose these differences in treatment?

Tile Response: No. Time and again, Apple has tried to justify its own confusing FindMy location permissions flow and disparate treatment of competitors by invoking consumer privacy.⁹ This disparity in treatment is a troubling example of Apple using privacy as a shield to further its own competitive interests and exploit its dominant market power. In particular:

- FindMy's own location permission flows and settings related to FindMy are confusing and vague. Its strict privacy controls apply only to competitors and other third parties. Having a double standard for how location data is used and collected undermines

⁸ Tilley.

⁹ Albergotti. Tilley.

Andeer, Kyle. "Letter to the House Committee on the Judiciary Regarding the Committee's January 17, 2020 Field Hearing on Online Platforms and Market Power." PDF File, 02/17/20, <https://docs.house.gov/meetings/JU/JU05/20200117/110386/HHRG-116-JU05-20200117-SD004.pdf>.

Apple's leadership in privacy, stifles investment in iOS ecosystem, and is anti-competitive;

- Apple has defended its preferential treatment of FindMy over competing apps because FindMy is built into the operating system.¹⁰ If privacy was Apple's primary concern, it would subject FindMy to **at least** the same standards related to permissions access and reminders to which it holds third parties.
- Apple's response to the January 17 field hearing indicates that turning on "Always Allow" for FindMy upon operating system and phone activation is "essential" so that consumers can immediately locate their items should they be lost or stolen.¹¹ The exact same thing is true for Tile. Consumers purchase Tile devices to locate them if they are lost or stolen. Yet because of Apple's dominant market power, they have the ability to enable seamless onboarding for its own users and withhold the exact same "essential" functionality from competitors. If creating a fair playing field for competing were a priority for Apple, it would apply consistent rules that apply to all apps, including its own.
- In Apple's response to the Subcommittee's Field Hearing,¹² Apple also posits that Apple's preferential behavior with respect to location permissions is justified by a need for stronger privacy protections for consumers. However, the changes it's made to iOS 13 do not meaningfully improve or enhance consumer privacy. The changes don't cure third party vulnerabilities or improve bad actors' practices or prevent them from selling location data. They do, however, make it more difficult for customers to exercise choice, denigrate the functionality and efficacy of competing apps and cause confusion and friction for their users. The truth is that Apple's market dominance has enabled them to appoint themselves as de facto privacy regulators and then exempt themselves from all of the rules.
- Apple also attempts to justify its behavior by alleging that Apple stores location data locally on a user's device, unlike Tile which stores some user information externally. This is a red herring. Changing from a server-based to a wholly local approach can be a very expensive and onerous process and it can limit the ability of the developer to provide certain features and improve its products and services. In addition, storing data locally on a user's device can introduce access vectors that server-side data collection does not.¹³ Accordingly, local storage models aren't fit for all purposes or for all apps.

That said, there are many other privacy factors to consider when determining the trustworthiness of mobile applications. For instance, unlike Apple, Tile doesn't share real-time location data with users' friends even if a customer asks them not to access the information at all. Unlike Apple, Tile does not use location data for advertising purposes. Tile also employs strict minimization and data retention practices. And of course, Tile does not sell location data. Bottom line is that Apple's policies appear to apply to competitors and third parties across the board without regard to where or for how long data is stored or whether they otherwise practice excellent privacy hygiene.

As such, there is no valid business justification for Apple's unilateral rules that denigrate the experience of competing apps while exempting FindMy from the same rules.

¹⁰ Tilley.

¹¹ Andeer.

¹² Id.

¹³ Selyukh, Alina. "The FBI Has Successfully Unlocked The iPhone Without Apple's Help." National Public Radio, 03/28/16, <https://www.npr.org/sections/thetwo-way/2016/03/28/472192080/the-fbi-has-successfully-unlocked-the-iphone-without-apples-help>, accessed 03/25/20.

2. You testified that Apple's recent changes to iOS 13 "increased the 'friction' a user faces when initializing and using third-party apps, while simultaneously decreasing the relative friction for (and transparency of) Apple's own location tracking services."

a. In what specific ways does Apple increase friction for competitors?

Tile Response: See response to Question 1, above.

b. Does Apple ease the installation and utilization of its own location tracking services? If so, how?

Tile Response: Yes. See response to Question 1, above.

c. How easy or difficult does Apple make it for customers to disable Apple's geolocation and tracking functionality, as compared with similar functionality by third party providers?

Tile Response: See response to Question 1, above.

3. You testified at the hearing that by virtue of owning and controlling "the hardware, the operating system, retail stores and the App Store marketplace, upon which third party app makers like Tile rely," Apple exercises "significant control over the ecosystem but also gives Apple access to competitively sensitive information, including the identity of our iOS customers, subscription take rates, retail margins and more."

a. What types of competitively sensitive information can Apple access through each of these channels? Please specify the type of information by specific channel (i.e. what type of information can Apple access through its ownership of iOS hardware, what type of information can Apple access through its ownership of the App Store)?

Tile Response: While Tile lacks visibility into all competitively sensitive information Apple has access to, Apple certainly has details regarding our app and business that we would not willingly reveal to a competitor. Below are a few examples.

(i) Information Apple Has Access to By Virtue of Being a Partner of Tile's

- Tile worked with Apple on a Siri integration and sent one of its iOS engineers to work on it in 2018. Apple has since hired that engineer;
- In connection with our partnership, Tile management had a meeting with Apple and sent them a deck in August of 2018 with ideas of how we could continue to partner together.¹⁴ One idea was integrating Tile into their FindMy service to help customers locate and find their items. Apple has instead decided to develop their own Tile-like hardware product.¹⁵

¹⁴ See deck excerpts in Appendix B

¹⁵ Constine. Epstein. Hein. Rossignol.

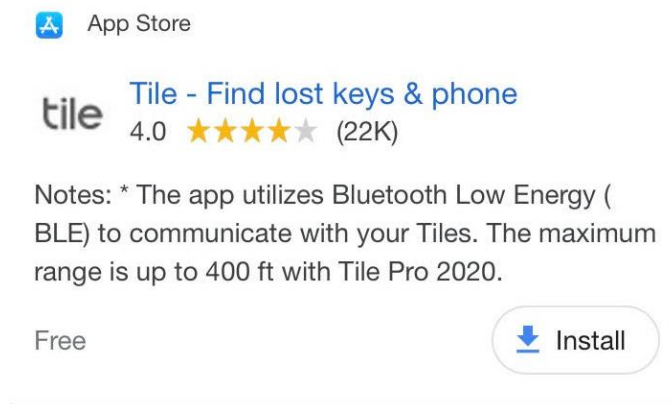
- In connection with that same deck/meeting, Tile discussed other aspects of its business and future roadmap, including detection of the location of lost items using a network of Bluetooth connected devices called access points. Apple introduced such functionality in FindMy with iOS13.¹⁶

(ii) Information Apple Has Access to By Virtue of Owning The Operating System

- Apple knows how many people visit our page on the App Store, how many of those customers install our app, how many of the users that installed our app delete it, where these users are from and much more.¹⁷
- Tile also believes that Apple may be able to access which features Tile customers access and use;
- Apple has access to information about why apps are force quit or otherwise appear to no longer be working. For instance, Apple has resource consumption thresholds that dictate when an app can be force quit. But those thresholds change and are never communicated to app developers. Accordingly, when a particular customer's Tile app stops working, Tile is left to wonder: Is it a resource consumption issue? Lack of Bluetooth permissions? Location permissions? Without this information, Tile cannot troubleshoot issues the same way Apple can troubleshoot for FindMy.

(iii) Information Apple Has Access to By Virtue of Owning the App Store

- Again, Apple knows precisely which customers install the Tile app;
- Apple can detect consumers who are actively looking for services similar to Tile's. For instance, it has been serving ads that *look like* Tile ads, using Tile trademarks, driving traffic to the App Store:



For those who click through and land on the App Store page, Apple can effectively track individuals who are looking for Tile, and then subsequently advertise their competing app to those same customers later;

- Apple knows the apps that Tile customers have also installed on their devices. This can help them segment and more effectively advertise their own competing product than Tile can.

¹⁶ Albergotti. Constine. Epstein. Hein. Rossignol.

¹⁷ Apple. "Gain Insights with Analytics." <https://developer.apple.com/app-store-connect/analytics/>, accessed 03/27/20

- Tile also offers its customers a subscription offering to complement its basic services via the App Store. Apple therefore knows the subscription take rate and success of Tile's subscription model.

(iv) Information Apple Has Access To By Virtue of Owning Retail Stores

- Until recently, Tile was featured in Apple retail stores. By virtue of that, Apple knows our retail margins and profitability per-Tile;
- They also understand sensitive information about consumer demand and take rate at retail;
- Apple also received samples of our yet-to-be released Tile products when they featured our products in their stores. For instance, in June of 2019, Tile sent Apple a sample of its Sticker product before its release in October 2019. The Tile Sticker is Tile's smallest and first round model of its Tile products. Reports of Apple's competing hardware product show it having a similar round form factor as Tile's Sticker product.¹⁸
- Apple also received our partner roadmap of devices intending to embed Tile within their hardware and Tile's deployment of these partner products at retail.

4. You testified that Apple serves "annoying" reminder alerts to customers of third-party apps.

Tile Response: Yes. Apple's own customers are referring to the reminder alerts for Always Allow location permissions as "annoying."¹⁹

a. Does the occurrence of these reminders vary from consumer to consumer?

Tile Response: Tile does not have insight into why or on what cadence these reminders are presented to consumers. Apple controls the reminders entirely and has not shared additional relevant information.

b. What type of information could Apple provide, if any, to shed further light on why and how frequently Apple issues such reminders?

Tile Response: At a minimum, Tile would like to understand:

- How often and on what cadence the reminders are triggered;
- Why the reminders are triggered. Are there certain events that prompt more frequent or less frequent reminders? If so, what are they?
- Does Apple serve these reminders for its own apps?
- What is the percentage of Tile users that opt out of Always Allow location permissions via the reminders?
- What users are opting out of "Always Allow" location permissions for Tile via the reminders? This is important so that we can message those users and let them know the impact and to inform them to re-enable the permissions so that the product/service works properly going forward.

¹⁸Constine, Josh. "All the startups threatened by iOS 14's new features." Tech Crunch, 03/10/20, <https://techcrunch.com/2020/03/10/all-the-startups-threatened-by-ios-14s-new-features/>, accessed 03/25/20.
Tile. "Tile Sticker Page." <https://www.thetileapp.com/en-us/store/tiles/sticker>, accessed 03/27/20.

¹⁹ See Appendix A

5. If a privacy-minded iOS user opts to use your company's services, can that user opt out of sharing data through Apple's native FindMy app?

Tile Response: As noted above in response to Question 1, a user can opt not to share their location information with friends via the FindMy app, but cannot opt out of background location permissions directly through Apple's FindMy app. As described in response to Question 1, the process to opt out of FindMy location permissions is onerous, confusing and requires a password.

There is no way, however, for a customer to delete FindMy from their device or prevent it from being installed by default on his or her device to begin with. There is also no way for a customer to choose to install Tile by default on Apple devices instead of FindMy.

a. What leads you to believe that Apple's product design choices are anti-competitive, rather than representing what users want?

Tile Response: Tile is unaware of evidence of consumer demand for Apple's precise preferential behaviors. And Apple's own forums have numerous posts from consumers who find Apple's location permissions reminders annoying and at times, dangerous.²⁰

However, there is substantial evidence that Apple's product design choices are indeed anti-competitive. As noted above, time and again, Apple has tried to justify its own misleading location permissions flow for FindMy and disparate treatment of competitors in the name of privacy.²¹ See Tile's response to question 1(c), copied here for reference:

- FindMy's own location permission flows and settings related to FindMy are confusing and vague. Its strict privacy controls apply only to competitors and other third parties. Having a double standard for how location data is used and collected undermines Apple's leadership in privacy, stifles investment in iOS ecosystem and is anti-competitive;
- Apple has defended its preferential treatment of FindMy over competing apps because FindMy is built into the operating system.²² If privacy was Apple's primary concern, it would subject FindMy to **at least** the same standards related to permissions access and reminders to which it holds third parties.
- Apple's response to the January 17 field hearing indicates that turning on "Always Allow" for FindMy upon operating system and phone activation is "essential" so that consumers can immediately locate their items should they be lost or stolen.²³ The exact same thing is true for Tile. Consumers purchase Tile devices to locate them if they are lost or stolen. Yet because of Apple's dominant market power, they have the ability to enable seamless onboarding for its own users and withhold the exact same "essential" functionality from competitors. If creating a fair playing field for competing were a priority for Apple, it would apply consistent rules that apply to all apps, including its own.
- In Apple's response to the Subcommittee's Field Hearing,²⁴ Apple also posits that Apple's preferential behavior with respect to location permissions is justified by a need

²⁰ See Appendix A

²¹ Albergotti. Andeer, Tilley.

²² Tilley.

²³ Andeer.

²⁴ Id.

for stronger privacy protections for consumers. However, the changes it's made to iOS 13 do not meaningfully improve or enhance consumer privacy. The changes don't cure third party vulnerabilities or improve bad actors' practices or prevent them from selling location data. They do, however, make it more difficult for customers to exercise choice, denigrate the functionality and efficacy of competing apps and cause confusion and friction for their users. The truth is that Apple's market dominance has enabled them to appoint themselves as de facto privacy regulators and then exempt themselves from all of the rules.

- Apple also attempts to justify its behavior by alleging that Apple stores location data locally on a user's device, unlike Tile which stores some user information externally. This is a red herring. Changing from a server-based to a wholly local approach can be a very expensive and onerous process and it can limit the ability of the developer to provide certain features and improve its products and services. In addition, storing data locally on a user's device can introduce access vectors that server-side data collection does not.²⁵ Accordingly, local storage models aren't fit for all purposes or for all apps.

That said, there are many other privacy factors to consider when determining the trustworthiness of mobile applications. For instance, unlike Apple, Tile doesn't share real-time location data with users' friends even if a customer asks them not to access the information at all. Unlike Apple, Tile does not use location data for advertising purposes. Tile also employs strict minimization and data retention practices. And of course, Tile does not sell location data. Bottom line is that Apple's policies appear to apply to competitors and third parties across the board without regard to where or for how long data is stored or whether they otherwise practice excellent privacy hygiene.

As such, there is no valid business justification for Apple's unilateral rules that denigrate the experience of competing apps while exempting FindMy from the same rules.

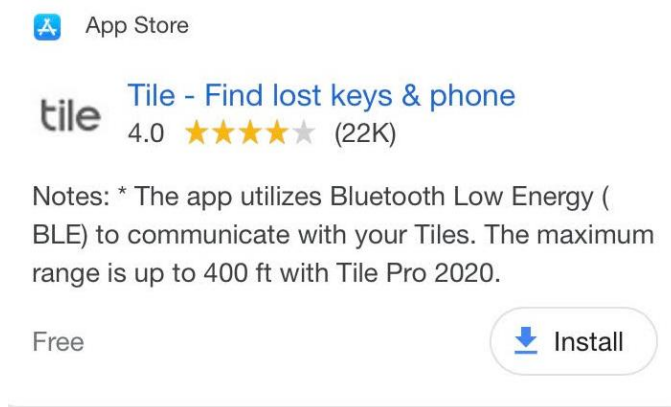
6. Your mobile app integrates with the operating system or voice assistants produced by several different online platforms. Do all of the online platforms have similar policies regarding third party app location use, or does Apple--which has a competing product--treat your company differently?

Tile Response: Yes, Apple--which has a competing product--treats our company differently than our other partners like Google, Amazon and many more. We will let the Subcommittee know if that changes.

7. You testified that Apple's advertising was increasing your costs. Could you elaborate on that advertising practice and whether it's continuing?

Tile Response: Apple has been bidding on our branded terms on Google Search on iOS and then serving what *look* like Tile ads, even incorporating the Tile trademark, and driving customers to the Tile App Store page:

²⁵ Selyukh, Alina. "The FBI Has Successfully Unlocked The iPhone Without Apple's Help." National Public Radio, 03/28/16, <https://www.npr.org/sections/thetwo-way/2016/03/28/472192080/the-fbi-has-successfully-unlocked-the-iphone-without-apples-help>, accessed 03/25/20.



When prospective customers click on the ad, they are taken to Apple's App Store. As confirmed by the *Washington Post*, "[e]xperts in online advertising say the search ads could give Apple valuable data about Tile's potential customers."²⁶

Tile's current marketing strategy is to drive customers to its online ecommerce store to help potential customers find more information about and hopefully purchase Tile hardware. The Apple App Store does not sell Tile hardware, so driving traffic to Apple's App Store conveys no current benefit to Tile given that it's inconsistent with Tile's present marketing strategy. Yet, with both companies bidding to seek the attention of the same customers, the price to place ads and get the coveted "top spot" gets more and more expensive.

This behavior is continuing and since last September, it has increased Tile's advertising costs as much as 50% week over week.

8. You testified that Tile has nothing budgeted for lobbying efforts. Could you elaborate on why and whether this has changed in light of the conduct by Apple you describe?

Tile Response: Tile is a small, private company and has no budget dedicated to lobbying efforts. When existential threats arise requiring lobbying, Tile has to take funds from elsewhere and apply them to lobbying. The two existential threats that Tile has faced needing lobbying assistance to date are Apple's conduct and international tariff issues. Tile has paid \$10,000 per month on an as-needed basis for representation on both issues.

9. One factor that seems relevant to assessing the relative privacy of an app is whether it stores user data locally on the user's hardware or externally. Apple notes that "Find My" stores user location data locally on the user's iPhone and that Apple only transmits this data upon the user's request whereas Tile, by contract, collects and stores information externally. What additional factors, if any, are relevant for assessing the relative privacy of any app? Are all apps that store user data externally an equal threat to user privacy, or are there ways to discern which apps may pose a higher or lower risk to user privacy?

²⁶ Albergotti.

Tile Response: There are indeed many other factors other than local vs. external storage relevant to assessing the relative privacy of an app. For instance:

- Whether the app gets express just-in-time consent to access the information at issue. Tile does this when users choose the “Always Allow” background location permission
- Whether the app shares location with independent third parties with express consent. Tile, for instance, only shares location information with users’ friends with express consent. Apple, however, shares location data with friends in some instances even if a customer chooses “Don’t Allow” in the location permission screen upon first launch of FindMy;
- Whether the app uses location data for advertising purposes. Unlike Apple, Tile under no circumstances uses background location data for advertising purposes.
- How long the data is retained. Tile employs both rigid data minimization and retention practices.
- Whether the app sells data. Tile does not sell data. Nor does Tile even have revenue-generating advertising on its sites and services.

Tile does not doubt that there are apps that act nefariously, sell user data and/or use it inconsistently with customer expectations. But there are certainly ways to address those bad actors in meaningful ways whilst not putting good actors like Tile at a competitive disadvantage. For instance, Google has recently introduced a third-party app vetting program. And it has pledged that it intends to apply the same privacy rules to its own apps as it does to all others. Assessing objective factors to help eliminate bad actors would help level the playing field while respecting user privacy, as opposed to Apple’s approach which is to put all third party apps like Tile at a competitive disadvantage by assuming all competitors are acting nefariously.

If Apple chooses to directly compete with apps on its own platform, it should not be the arbiter of who can and cannot access the information needed to run competing services. As it has clearly exploited its market power in the past, there is no evidence to assume it won’t continue doing so in the future.

10. Is there a way for non-Apple apps to store user location data locally on the user’s iPhone and transmit this data only upon the user’s request? If not, are there steps Apple could take to enable non-Apple apps to do this?

Tile Response: Apple could help third party apps by implementing a standard for the exchange of location information without revealing the identity of the finding device or the owner. Tile would be pleased to assist in that effort as we have already developed a system for doing so. Otherwise, apps could theoretically all use end-to-end encryption to enable access only to those who have access to the phone itself. Changing from a server-based to a wholly local approach can be a very expensive and onerous process, however, and it can limit the ability of the developer to provide certain features and improve its products and services. Storing data locally on a user’s device can also introduce access vectors that server-side data collection does not.²⁷ Accordingly, local storage models aren’t fit for all purposes or for all apps.

²⁷ Selyukh.

11. **Are there any changes that Apple could make that would both respect users' privacy preferences but still allow the Tile app to function without continuous confirmation of Tile's access to location data? If so, has there been any indication that Apple will make such a change?**

Tile Response: Yes, Apple could make myriad changes that would respect users' privacy while still enabling the Tile app to function optimally. In fact, **Tile has made repeated asks for those changes over the past 6 to 8 months. But Apple has failed to take any action to level the playing field, even though reports indicate that launch of their competing hardware product is imminent.** In November of 2019, Apple had promised to bring "Always Allow" back to the permissions prompt at first launch of Tile's app, and Apple has recently asserted that they are committed to providing a level playing field to competitors on its platform.²⁸ But both are empty promises. If anything, since Tile first raised its concerns to Apple, Apple has made matters even worse for competing apps, not better. In particular:

- **Apple Should Bring "Always Allow" Back to its iOS12 State:** Before iOS 13's release last September, the Always Allow option shown to users at first launch of their apps gave them a clear, just-in-time opportunity to choose what location permissions they wanted their app to have. Shortly after a Washington Post article ran last November²⁹ demonstrating the anticompetitive nature and consumer detriment of the change, Apple told Tile that they would bring "Always Allow" back to the location permissions prompt. Again, in response to Tile's testimony during the January 17, 2020 field hearing, Apple reiterated that promise in press statements.³⁰

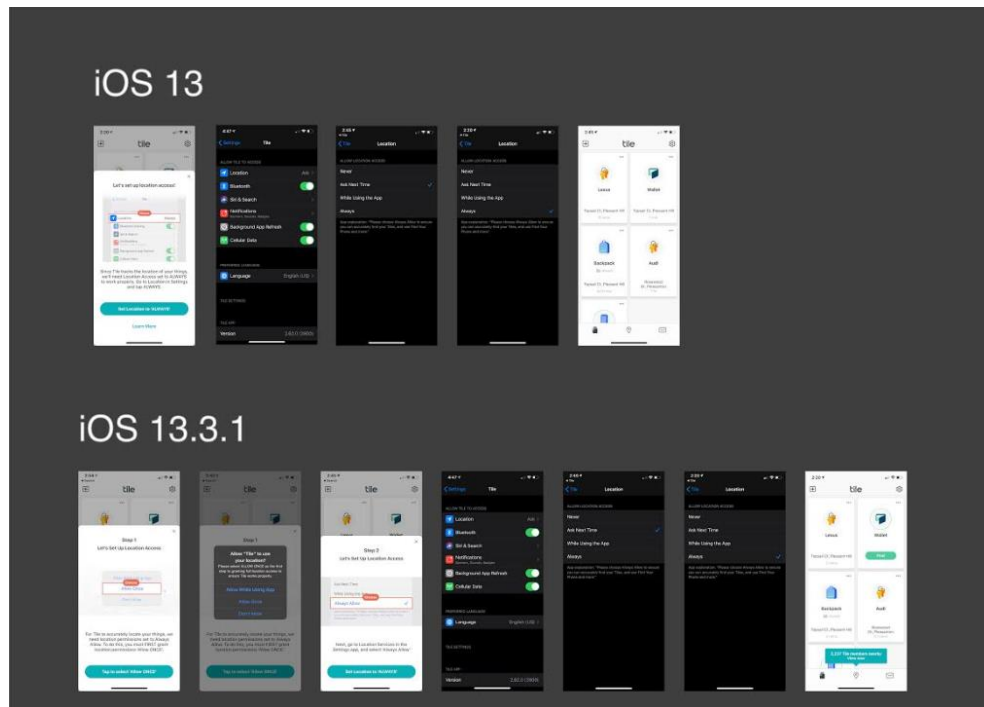
But Apple has not made the change. Since last November, we have asked Apple several times when that change would happen. Now, over four months later, we still don't have a date.

We were then very surprised to learn that iOS 13.3.1 includes features that will make it even more cumbersome for our customers to set appropriate permissions than before. In particular, with iOS 13.3.1, Apple will be **requiring** apps like Tile to surface a confusing permissions prompt at first launch of Tile's app that breaks Tile's functionality no matter what a customer chooses. Tile has had to--again--re-design and re-engineer its onboarding flow once again, making it even more confusing and onerous than before, requiring 2 additional steps than it does now:

²⁸ Andeer. Smith.

²⁹ Albergotti.

³⁰ Neely, Amber. "Tile to testify against Apple in House Judiciary Committee antitrust hearing [updated with Apple response]." Apple Insider, 01/17/20, <https://appleinsider.com/articles/20/01/17/tile-to-testify-against-apple-in-house-judiciary-committee-antitrust-hearing>, accessed 03/27/20.



It is critical that Apple reinstate the Always Allow option at first launch of Tile as it has promised to do.

- **Eliminate Background Location Reminders:** Apple needs to remove the background location reminders as they have materially affected the efficacy of our app and are confusing even to Apple's own customers.³¹ We have asked Apple that they either cease OR that Apple apply the same reminder strategy for Tile as it does its own applications, including native ones. Last we heard from Apple last December, they were looking into this and would let us know if there was an update. We have not heard back.
- **Provide Tile with Access to Ultra-Wide Band (UWB):** Reports continue to confirm that Apple intends to use UWB to enhance the experience for users of its competing Tile-like product.³² In order to help level the playing field, equal access to this technology is critical. We've asked Apple several times to get access to UWB functionality, at least to the same extent as Apple intends to use it in their competing product. Apple had asked that we provide them with details regarding specific functionality we'd like to power, but that would be quite sensitive in light of the competitive dynamics at play. At a minimum, equal access is needed and like other requests, Apple has been unresponsive.
- **Access to Critical Diagnostic Information:** iOS 13 also caused a serious decline in our daily active clients. Our app appears to get "force quit" from time to time, rendering our app inoperable for our customers, but we have no insight into why. For instance, Apple retains the right to force quit apps based on thresholds for background resource consumption. But they refuse to tell us what those thresholds are, and they appear to change with no notice to Tile. Accordingly, the disappearing clients could be due to resource consumption, or they could also be due to lost Bluetooth permissions or lost background "Always Allow" location permissions. But

³¹ See Appendix A

³² Constance Epstein. Hein. Rossignol.

without transparency, we have no way to diagnose or address those issues. Apple has access to this data for its own apps, and equal access for competitors is an important step toward a level playing field.

- **Remove Apple Sign In Requirements:** Apple has recently mandated that Tile use Apple Sign In if we use any form of third party authentication method. This in essence requires Tile to enable Apple, our primary competitor, to maintain the primary relationship and connection with our users. This is a quintessential example of preferential behavior that provides Apple an advantage over all competing apps on its platform. As a result, we've had to use our limited development resources to remove Facebook login from our app rather than improve our service for our users, all at a time that Apple has chosen to compete with us. To help achieve competitive integrity in the Apple ecosystem, at a minimum, it goes without saying that competing apps need the ability to freely decide not to enable authentication or user registration mechanisms of its direct competitors.
- **Reverse Other Preferential Behavior:** We've raised with Apple on multiple occasions that Apple services are not limited by the same restrictions as apps like ours. "Find My" is installed natively on iPhones, can't be deleted, bypasses the location permissions flow and seamlessly works out of the box. And Apple's changes to iOS beyond permissions continue to cause performance issues without proper investigation on how they will affect competing apps. Apple needs to enable customers to choose what finding platform they want to use by default on their phones and enable users to delete FindMy. And they need to provide prior meaningful consultation of upcoming iOS changes and provide data to enable us to understand their potential effects to the same extent that they do with their own apps.

We've received no indication to date that Apple intends to address any of the foregoing concerns.

12. More generally, are there steps Apple could take to ensure a level playing field between Apple's apps and third-party apps without compromising user privacy?

Tile Response: Yes. See response to Question 11.

13. Do you think the current structure of the smartphone market encourages app developers to invest and innovate?

Tile Response: No. As the owner of the AppStore platform, the Apple iPhone hardware, the retail stores, and the iOS operating system, Apple has unfettered power to change the rules of the game at any time and in Apple's own favor. This behavior has conditioned investors to not invest in companies like Tile simply because of the threat of future competition (or anticompetitive behavior) by Apple. Accordingly, in the context of the current structure of the smartphone market, Apple's behavior substantially increases the obstacles to investment in, and innovation by, third party app developers.

Appendix A

3/27/2020

iPhone keeps asking me if I want to allow... - Apple Community

Communities

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CatWoman80

Level 1 (13 points)

iPhone

Q: iPhone keeps asking me if I want to allow location services for apps

Ever since upgrading to the new iOS, I get popups a few times a week saying "X app has used your location 10 times in the last day. Do you want to keep allowing this app to use your location?" I check yes, always allow, and then a couple days later I get the same question. Is there any way to turn this annoying reminder off? I suppose Apple is trying to optimize my battery use by turning off unnecessary location tracking, but if I've already said yes 5 times, why must they keep asking?

iPhone 8

Posted on Oct 10, 2019 6:49 PM

[Reply](#)

I have this question too (255)

[All replies](#)

Page 1 of 4 [>](#) [last](#)



rexolio

Level 1 (4 points)

Oct 31, 2019 4:49 AM in response to CatWoman80

Asked 21 days ago and still no response!

[Reply](#)

[Helpful \(1\)](#)



Inaspeeka

Level 1 (4 points)

Nov 1, 2019 1:31 PM in response to rexolio

Please god can we have a response on this?? I've got various devices and services which use geolocation and over 200 apps. I don't want to be reconfirming location services for apps every day.

<https://discussions.apple.com/thread/250727680>

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iPhone keeps asking me if I want to allow... - Apple Community

Reply Helpful (2) 



Mult1guy

Level 1 (9 points)

★ Helpful

Nov 10, 2019 1:33 PM in response to CatWoman80

Seriously! Please fix this. I mean, you give us the option to "Always Allow". Always means freakin ALWAYS!

Reply Helpful (5) 



CatWoman80

Level 1 (13 points)

iPhone

Nov 10, 2019 1:39 PM in response to Mult1guy

I agree with you! As usual, Apple doesn't address the issues that are actual issues. What don't they understand about the word "Always"? Do they think they know better than me about what my settings should be? Apple, please respond to this question---it's been a month since I posted!!

Reply Helpful (3) 



LACAllen

Level 7 (28,653 points)

iCloud

Nov 10, 2019 1:45 PM in response to Mult1guy

Seriously! Please fix this. I mean, you give us the option to "Always Allow". Always means freakin ALWAYS!

You are not speaking with Apple Support here. This is a volunteer run community where we answer technical support questions when we can. It would seem nobody here has an answer for this issue.

<https://support.apple.com/contact>

Feedback for Apple goes here >>> <http://www.apple.com/feedback/>

Reply Helpful 



knotttronix

Level 1 (4 points)

Nov 14, 2019 11:47 PM in response to CatWoman80

This is more arguably more sinister, Apple are trying to stop app developers - eg facebook from having your location, so only Apple and their associates can reliably offer certain location based services. Apple have changed the location permissions so not only does it repeatedly ask the user as, but also the app can no longer directly request location permission after you have said 'no' once (which would eventually happen by accident when they keep asking!). Once you

<https://discussions.apple.com/thread/250727680>

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have said no, you have to manually go and find the app in the settings and find location permissions and change them (previously an app could prompt when you try and use the app).

With regards to battery life, there are 6 levels of background location, with the lowest 2 not using any additional battery at all - this is because they only get the location when another service or move to a another cell tower prompts it. These low levels of back ground location are very useful for apps to update their content or service offerings to make them more relevant.

Reply Helpful



bacbagoge

Level 1 (9 points)

★ Helpful

Nov 30, 2019 6:37 PM in response to knotttronix

This really makes me mad that this change was made. I use location services for my elderly mom that has dementia. I have several apps I use to track her whereabouts. One is Life360; it lets me know when she's left and arrives her home. I just discovered that she had turned off her location settings. She has no idea how to change any settings On her phone and she wouldn't even try to change her settings. This question popped up and she turned off because she didn't understand the question. It's so hard to explain to her how to change her settings in her phone when she's messed them up as I am 3 hours away from her.

Reply Helpful (6)



MonumentMan

Level 1 (6 points)

iPhone

Dec 1, 2019 11:15 PM in response to CatWoman80

I have the exact same problem with the incessant location permission pop ups. I grant access to a couple key apps including google maps and my weather app. Yes I definitely ALWAYS want those apps to know my location. So why does Apple constantly ask me? It's way worse than an ad. Yesterday it popped up on my screen as I was navigating insane traffic through NYC on roads I was unfamiliar with and had to pay super close attention. Very dangerous.

Reply Helpful (2)



frapilu

Level 1 (4 points)

Dec 3, 2019 7:02 PM in response to MonumentMan

I agree! This is super annoying! Apple, please fix this!

Reply Helpful



FilteredRiddle

Level 1 (4 points)

Dec 29, 2019 10:29 PM in response to frapilu

<https://discussions.apple.com/thread/250727680>

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iPhone keeps asking me if I want to allow... - Apple Community

This is driving me crazy.

If I select, "Always Allow" then that means ALWAYS allow. That does not mean allow for X days. That does not mean allow until I am in a different city. That does not mean allow until I am on a different WiFi connection. It means ALWAYS allow, as in allow until I delete the app or go in and manually remove the permissions. I cannot fathom why that isn't a universally understood concept. I cannot fathom why Apple is bombarding me with pop ups every day for apps that I have given permanent permissions to a dozen times over.

If anyone has a way to stop this nonsense, then please please share it. In the mean time I will submit feedback to Apple directly.

Reply



knotttronix

Level 1 (4 points)

Dec 29, 2019 11:38 PM in response to FilteredRiddle

Infuriating. Thanks FilteredRiddle. Please direct apple to this thread and let us know what they say.

Apple, for the love of god stop, asking for location permissions after we select Always!

Reply



gllen2

Level 1 (4 points)

iPhone

Dec 30, 2019 11:21 AM in response to FilteredRiddle

Thanks for asking EVERY DAY if I want GOOGLE MAPS to access my location Apple!!!!!!!!!!

So nice of you to put this giant popup message every day so I can contemplate finally switching to Android where this hostile garbage can at least be disabled.

Reply



xstatic9

Level 1 (7 points)

iPhone

Jan 9, 2020 6:55 AM in response to bacbagoge

Same thing with my elderly dad's home alarm system. He inadvertently changes it all the time because of this incessant nag feature. Always means always!

Reply



gllen2

Level 1 (4 points)

iPhone

<https://discussions.apple.com/thread/250727680>

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Jan 9, 2020 8:38 AM in response to xstatic9

horrible apple horrible

Reply

Helpful



Jimhann824

Level 1 (4 points)

Jan 16, 2020 7:44 PM in response to CatWoman80

This is my first ever post in this forum. So frustrated with this location services pop up and feel the need to let Apple know. Please fix this. Always means always.

Reply

Helpful



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last

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Allow location sharing popup - annoying c... - Apple Community

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Looks like no one's replied in a while. To start the conversation again, simply ask a new question.



Vonstrauss

Level 1 (19 points)

iPhone

Q: Allow location sharing popup - annoying confirmations

I keep getting annoying popups saying "xyz app is tracking your location, Don't allow, Allow when using, Always allow" So, since the particular app is dependent on location (weather for example), I say "Always Allow". Why do I get the question every day? I can't find a way to shut off the "feature". Is there a way to shut it off? I have checked my privacy settings and they are all set to the way I WANT them.

Is anybody else noticing this problem? Apple support says it is a new feature. I think it is really annoying.

Posted on Oct 9, 2019 6:24 PM

[Reply](#)

[I have this question too \(74\)](#)

[All replies](#) ▾

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PsyDye



Community Specialist

Oct 13, 2019 12:59 PM in response to Vonstrauss

Good afternoon Vonstrauss,

Welcome to the Apple Support Communities!

I understand you are seeing prompts letting you know that an app is tracking your location. This is a new privacy feature in iOS 13. The resource below explains how to adjust the privacy settings for Location Services on your device. What app are you seeing the popups in? If the issue is happening with one specific app, try changing the setting to "Allow when using" and restart your iPhone to refresh it.

[iPhone User Guide - iOS 13 - Set which apps can access your location on iPhone](#)

<https://discussions.apple.com/thread/250722641>

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Allow location sharing popup - annoying c... - Apple Community

Take care.

Reply Helpful



Vonstrauss

Level 1 (19 points)

iPhone

Oct 13, 2019 6:35 PM in response to PsyDye

The problem is that I want the app to be set allow at all times. The app is The Weather Channel. In order to get alerts for the location I am in, it needs to be set as always allow. The pop ups seem to have stopped. I did try changing it and then changing back to my preference.

Reply Helpful



PsyDye



Community Specialist

Oct 14, 2019 5:29 PM in response to Vonstrauss

Hi Vonstrauss,

Thanks for letting us know that the pop-ups for the Weather app have stopped. Please let us know if you have any issues with the Notifications settings for any other apps on your iPhone.

Enjoy your day!

Reply Helpful



Arch_Handler

Level 1 (13 points)

macOS

★ Helpful

Nov 24, 2019 9:43 AM in response to PsyDye

Apple didn't actually answer Vonstrauss' question.

You just redirected it to another problem. I am having the same question. I am fine with the way the location settings are now.

I am NOT OKAY with iOS 13 constantly re-asking me over and over again if I want to share my location with Google Maps or anything else.

If I wanted it off I would turn it off myself. Constantly berating me with spamming pop-ups is NOT a feature, it's a tactic to give less data to Apple's competition.

I don't care about Apple's competition with Google. I don't care if Google or Apple wants my location in the background. I DO care that the phone I'm using keeps spamming me with pop up messages.

I care enough that even if I can shut it down from asking me this... I'm considering moving from iOS to Android after 12 years. I'm losing faith in Apple by the month.

<https://discussions.apple.com/thread/250722641>

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Allow location sharing popup - annoying c... - Apple Community

I used to work for Apple as an AHA and I liked that job...so I know I'm just posting this for no reason but... people like who have been Apple customers for ages like me are probably not happy in general about this kind of thing.

Reply

Helpful (5)



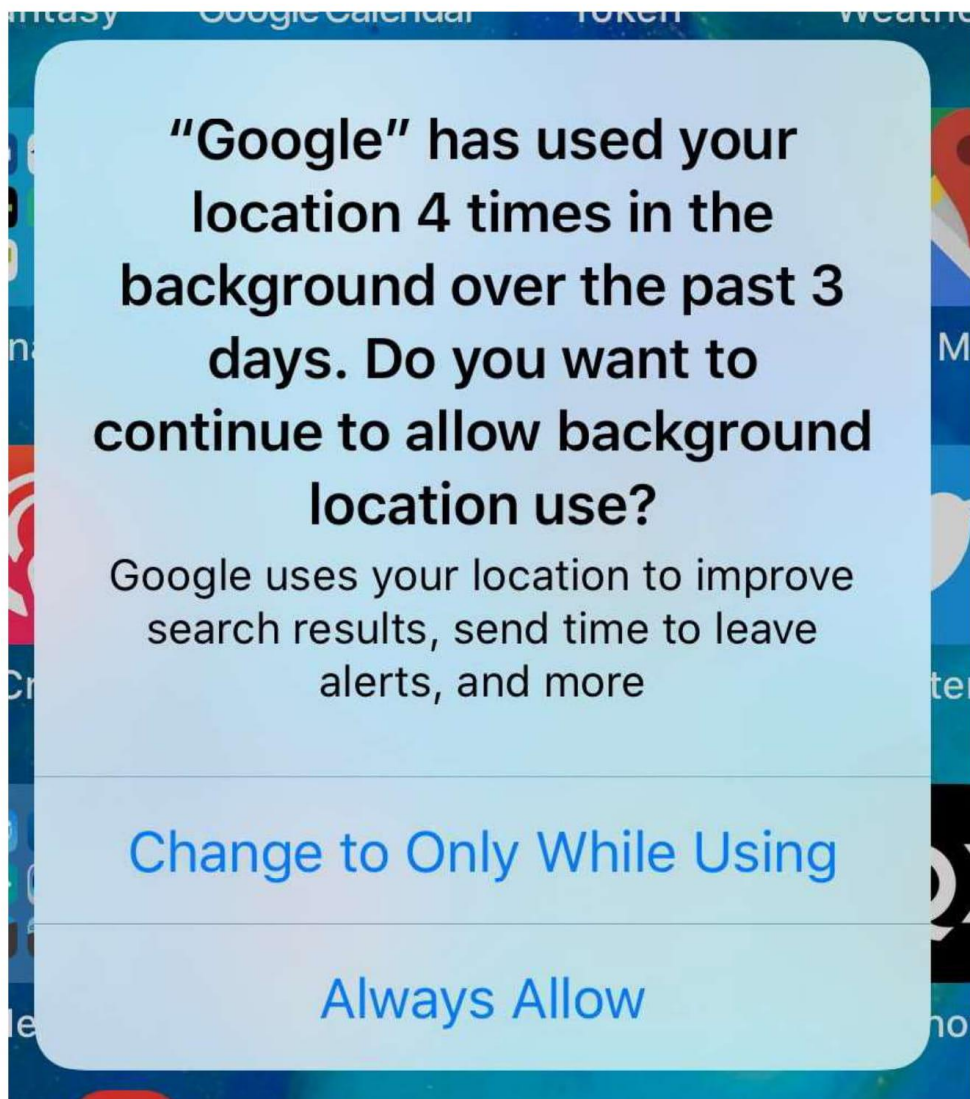
Gigetet

Level 1 (4 points)

iPhone

Dec 3, 2019 1:34 PM in response to Vonstrauss

I feel your pain. Even if I specifically tell my iphone to ALWAYS ALWAYS ALWAYS allow apps to track my location without further instructions, Apple continues to badger me like this:



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Allow location sharing popup - annoying c... - Apple Community

This is absolutely infuriating. Particularly since I can't shake the suspicion that Apple wants to seem *extremely* pro-privacy by ignoring the specific directions of the individual who paid for the device.

We can all have different views about online privacy. I want a better tailored online experience and am absolutely thrilled to give google basic non-sensitive data in exchange for all the awesome services it gives me for free. Apple is inconveniencing me despite knowing my strong preferences.

Reply Helpful (2) 



veeve01

Level 1 (8 points)

iPad

Dec 20, 2019 4:41 AM in response to Vonstrauß

I agree, these obnoxious pop ups are absolutely infuriating. They like to come up while I'm driving, and come across as that nagging ex that doesn't know how to eff-off.

I have also tried to disable these notifications, but they still seem to persist, as I just had one about ten minutes ago, again while driving down the road. I refuse to answer them, I will force my phone to restart before I am willing to cater to this nagging nonsense.

Apple needs to allow its users to not be continually bothered and pestered by pointless notifications that we don't want.

Reply Helpful (1) 



KellyGWiz

Level 1 (4 points)

iPhone

Dec 20, 2019 3:36 PM in response to Vonstrauß

AGREE!!!! Just finally did my phone update and truly wish I hadn't solely because of this irritating AF notification. IT WILL NOT STOP!!!!!! HOW DO YOU GET THEM TO STOP!?!?!?!

Reply Helpful 



CaptainWoodrow

Level 1 (8 points)

Apple Watch

Dec 27, 2019 8:22 PM in response to Arch_Handler

Apple's getting worse and worse with every new phone and update. I will also be switching from iPhone and Apple watch to Android and their watches; the ones that also look like an actual f-ing watch.

Reply Helpful 



twylalapointe

Level 1 (4 points)

iPhone

Jan 6, 2020 1:49 PM in response to PsyDye

<https://discussions.apple.com/thread/250722641>

4/5

Appendix A

3/27/2020

Allow location sharing popup - annoying c... - Apple Community

I want Google Maps to use my location at all times. FOREVER. Why can I not choose this? Why won't it accept after a couple of times when I click always on the SAME APP that I want it FOREVER? This MUST be made an option.

Reply Helpful (1) 



xstatic9

Level 1 (7 points)

iPhone

Jan 9, 2020 7:03 AM in response to Vonstrauss

My elderly dad's home alarm system relies on his app being set to "always". It constantly nags him, since Always is the last option he never selects that and then the alarm system goes off and is disabled until I fix it. Trying to explain to him how to change the setting over the phone is so difficult. Apple if I choose Always, it means I want it set to Always all the time.

Reply Helpful 

Page 1 of 1

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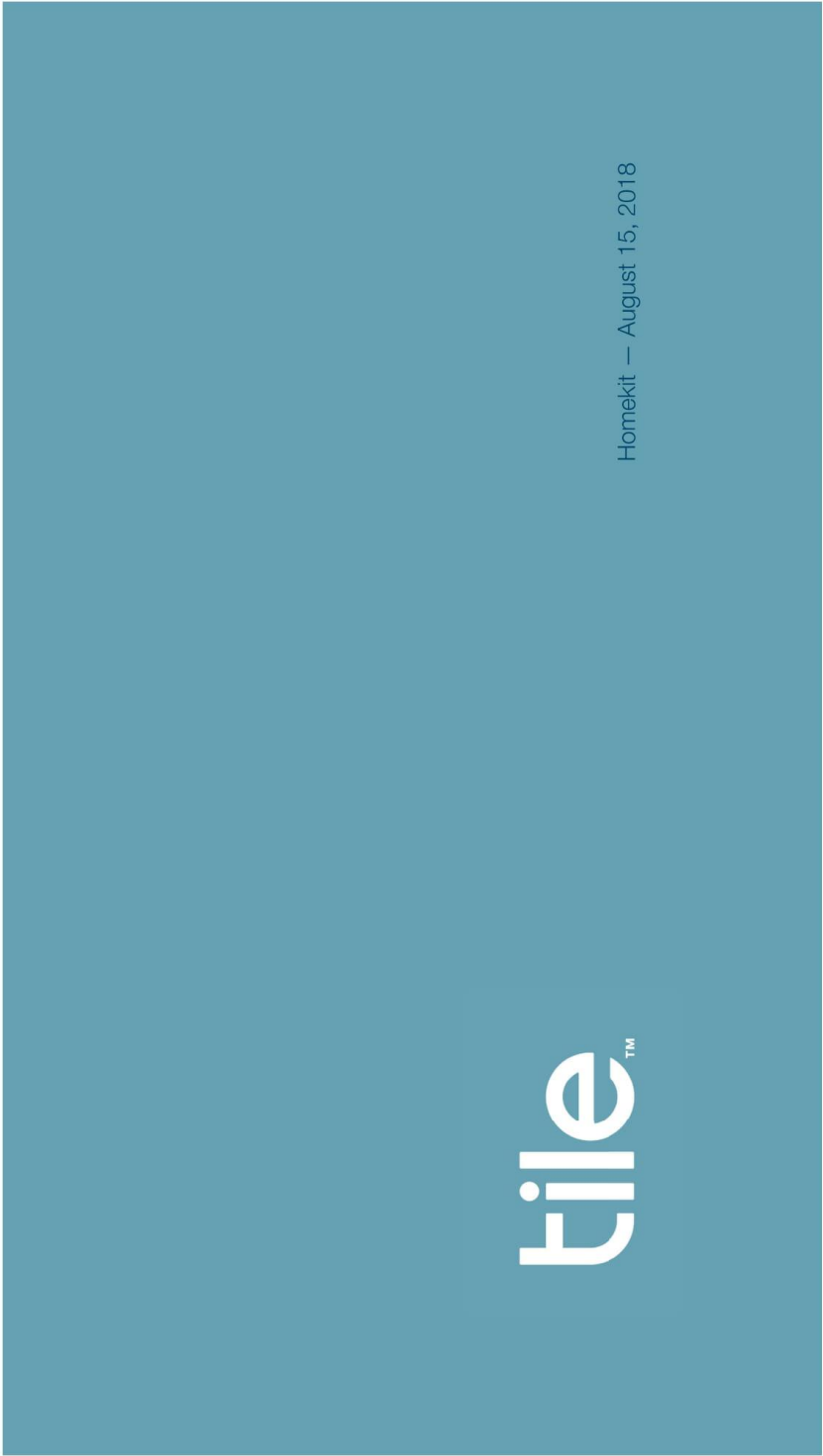
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United States

Appendix B



Tile's Mission

Create a world where everyone can find everything that matters.

Tile Object Graph

Unique position in that Tile understands the relationship of objects in your life to you and to those around you.



Homekit and Tile Find

A large percentage of items are found in the home

- Homekit integration to direct ring from any access point
- Find all items in the home, shared or not, phone present or not



Find My iPhone and Tile

Find everything (including Tile items) with Apple

- On the go use Siri Shortcuts to find and ring
- At Home connect and ring from Homekit hub devices via Siri
- Find My iPhone app as single location to view the location of all my things

Additional category for Tiled objects

