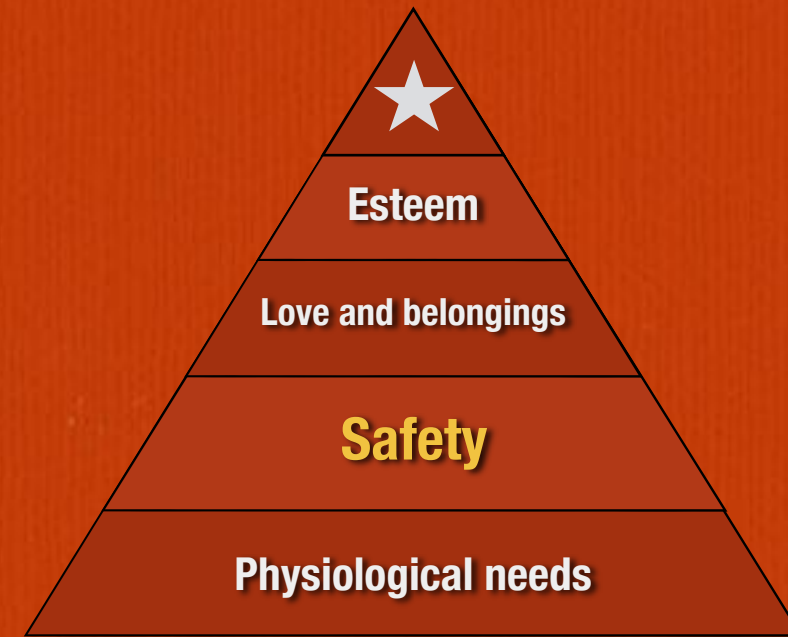


Safety

Second level
of Maslow's pyramid

The need of Privacy



In this commercial apple tells us that every app we use is tracking our moves. Starting with the café and following up to his house a man has been scanned by an extreme number of 'people'. Relief comes after pressing 'Ask not to track,' when every 'person' disappears.

