

You are here:

Current

Information about tracking shots from Apple in BremenInformation about tracking shots from Apple

To press

Send

According to its own statements, the Apple Group has been using a fleet of vehicles marked with "Apple Maps" in Bremen since June 15, 2020 until September 10, 2020. In addition to other data, these also capture camera images of the crazy environment. We do not yet know when the vehicles will be on the road in Bremen and Bremerhaven. According to Apple, the purpose of the recordings is to improve "Apple Maps". It is unclear whether the images produced could also be used in the future for a publication in the so-called "Look Around Feature".

The Bavarian State Office for Data Protection Supervision has published further information on this topic on its website:

https://www.lida.bayern.de/de/thema_apple_kameratouren.html

If you have further questions about the Apple project or related complaints, you are welcome to contact us or the Bavarian State Office for Data Protection Supervision (contact options can be found on the website provided).

If you believe that one of the fleet vehicles has been filmed or you do not want images of a building or vehicle you use to be processed, you can object to the data processing by contacting Apple. You can choose from the contact options listed above on the website of the Bavarian State Office for Data Protection Supervision. You can use the following suggested wording:

Objection to data processing and request for deletion Dear Sir or Madam,

I hereby disagree

[] as the user of the property or building with the address

(Street, house number, postcode and town)

[] as the user of the vehicle

(Registration number and, if necessary, further description such as color, make, model, etc. as well as regular location or location, date and time of recording)

[] regarding myself or a person I represent regarding the following recording

(place, date and time of recording)

the illustration (data collection) and the publication of illustrations. I request that recordings that have already been made or, despite my objection, be deleted in the future, including the raw data.

I ask for written confirmation of both the receipt of this letter and the completion.

Kind regards

(Signature)