

From: Matt Fischer [REDACTED]
To: Pedraum Pardehpoosh [REDACTED]
CC:
BCC:
Subject: Fwd: App Store Risk/Fraud
Attachments:
Sent: 10/26/2018 04:46:45 PM 0000 (GMT)

Pedraum,

I need you to take leadership regarding what's going on with all forms of fraud on the App Store and have someone on your team focus on this. Like many other initiatives, there are lots of people working on fraud across IS&S and Apple, but no one is leading the effort from a product perspective and providing a vision for what we need to do to properly address it.

Please meet with Ricardo and keep me posted on your plans.

Thanks,
Matt

Begin forwarded message:

From: Ricardo Cortes [REDACTED]
Subject: App Store Risk/Fraud
Date: October 25, 2018 at 4:54:08 PM PDT
To: Pedraum Pardehpoosh [REDACTED]
Cc: Matt Fischer [REDACTED]

Hey Pedraum,

Matt and I caught up this afternoon over the phone and we were talking about App Store Fraud/Risk. There's a lot of initiatives going on in the organization and we both feel that the timing is right to start to establish a product-driven program around Fraud/Risk (maybe even call it Trust and Safety). When you're back next week I'd like to set up some time with you to discuss. I've spent the last month going pretty deep to understand the landscape and there's material business justification for the amount of fraud that's occurring on our storefronts, especially in China. So we believe there is a big impact for both developers and customers. I'll have Faye setup a meeting for middle of next week.

Thanks!
Ricardo

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