

# **Epic Games, Inc. v. Apple Inc.**

**Testimony of Craig Federighi**



# Threat Model Considerations



Number of devices



Number of opportunities



Value of access





# Threat Model Considerations



Number of devices



Number of opportunities



Value of access





# How Attacks Work: the What



Scams



Vandalism  
& Sabotage



Ransomware



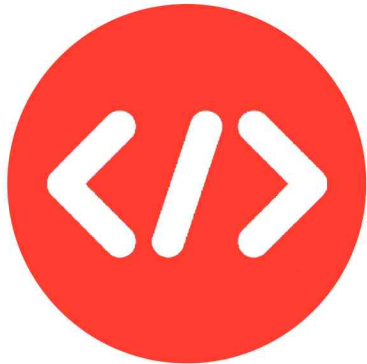
Surveillanceware



Info Stealing



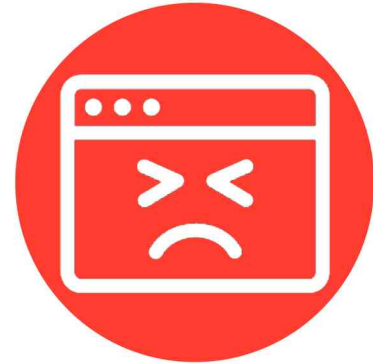
# How Attacks Work: the How



Develop



Distribute




Harm

# Distribute



[Mac](#) [iPad](#) [iPhone](#) [Watch](#) [TV](#) [Music](#) [Support](#) [Q](#) [📁](#)

## Mac App Downloads




### SketchUp Pro

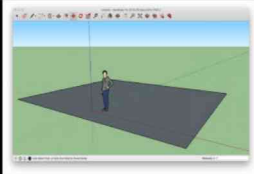
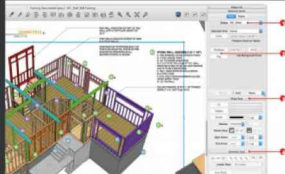
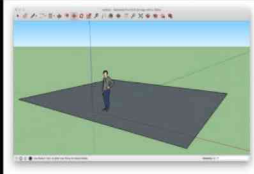
The intuitive way to design, document and communicate your ideas in 3D.

★★★★★ 4.5, 1.9K Ratings

[DOWNLOAD](#)  
129 MB



### Screenshots



SketchUp is useful from the earliest stages of design to the end of construction. SketchUp pro can help you in programming, diagramming, design development, detailing, documentation, RFIs

### What's New

This update contains stability improvements and bug fixes

Dec 10, 2019

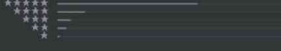
[Version History](#)


### Ratings and Reviews

## 4.5

out of 5


1.9K Ratings






Tim27, 03/25/2020

**Works fine!**  
I have used SketchUp Pro for years now, and



CedricJason, 03/21/2020

**Great for Free**  
SketchUp Pro is close to being perfect but



Regular-Warren, 03/15/2020

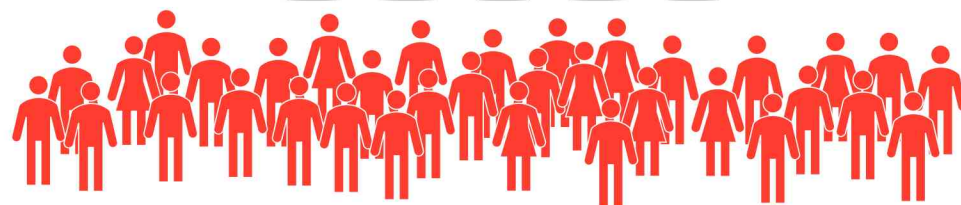
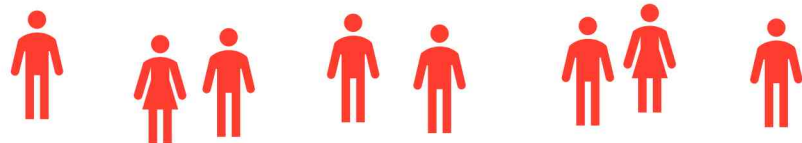
**Good design**  
SketchUp Pro is UNBELIEVABLY good, easy to



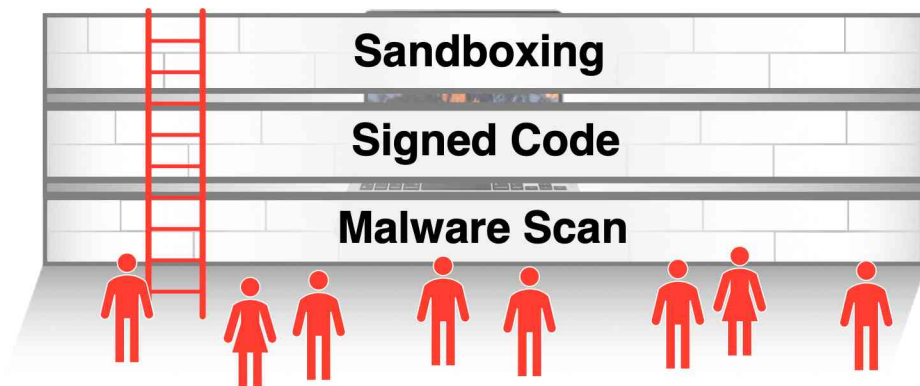
**Sandboxing**

**Signed Code**

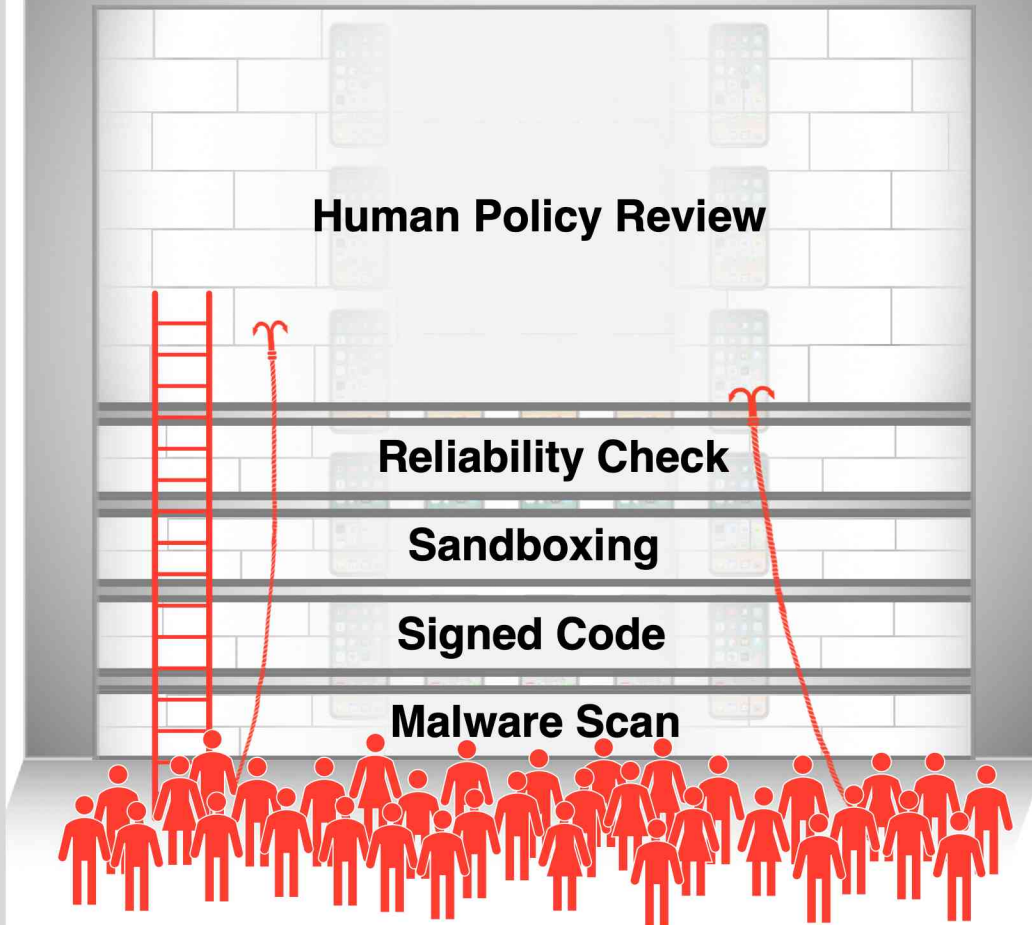
**Malware Scan**







## Centralized Distribution





# Human Policy Review

## App Store Review Guidelines

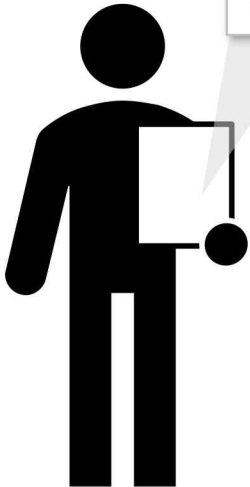


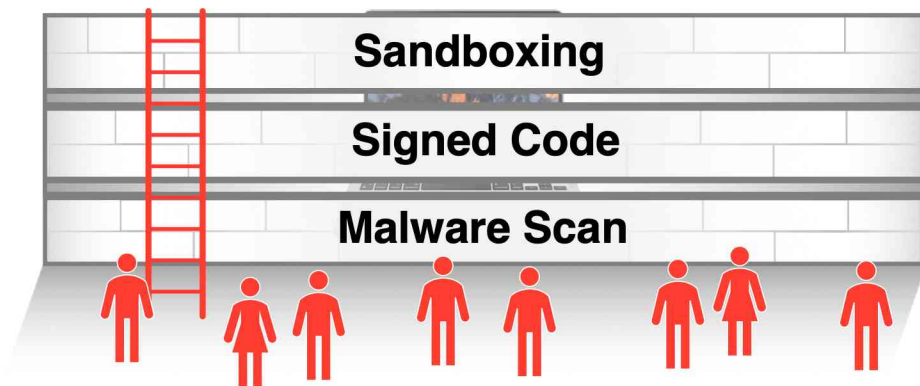
☐ Marketing Description

☐ Functionality

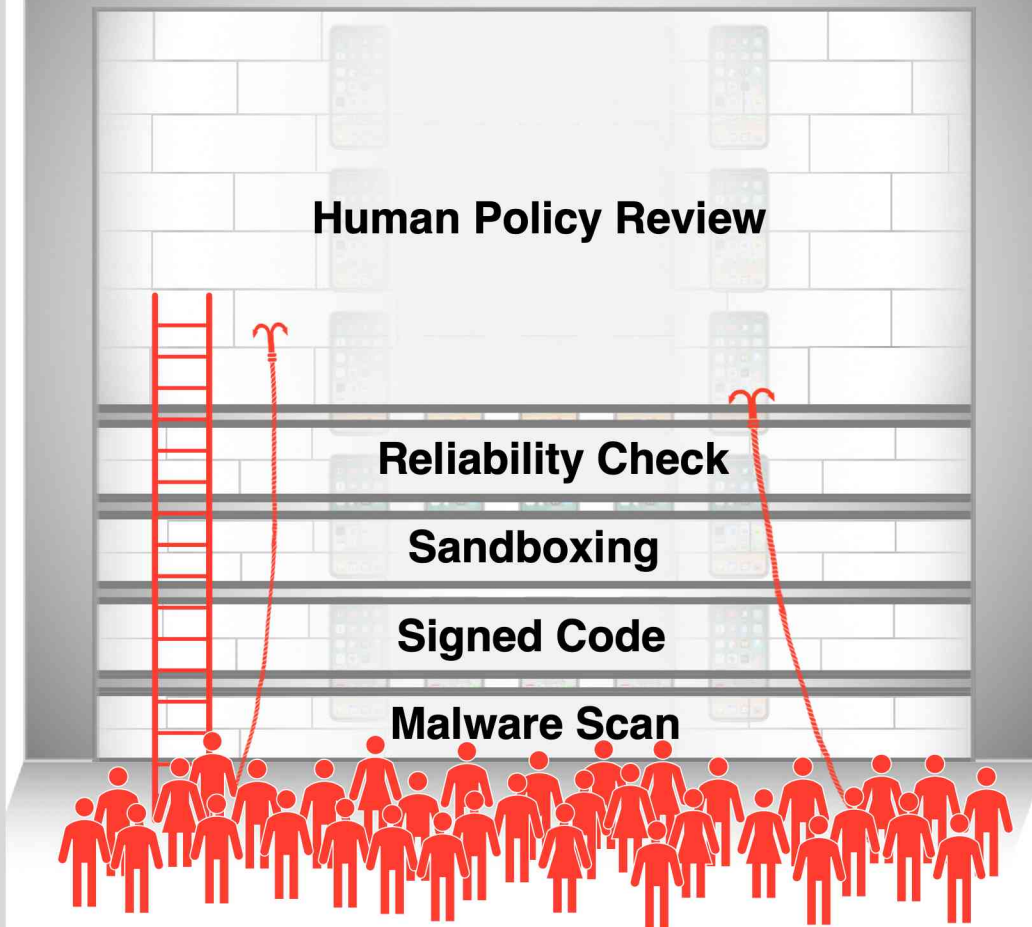
☐ Entitlements

☐ Physical Safety





## Centralized Distribution





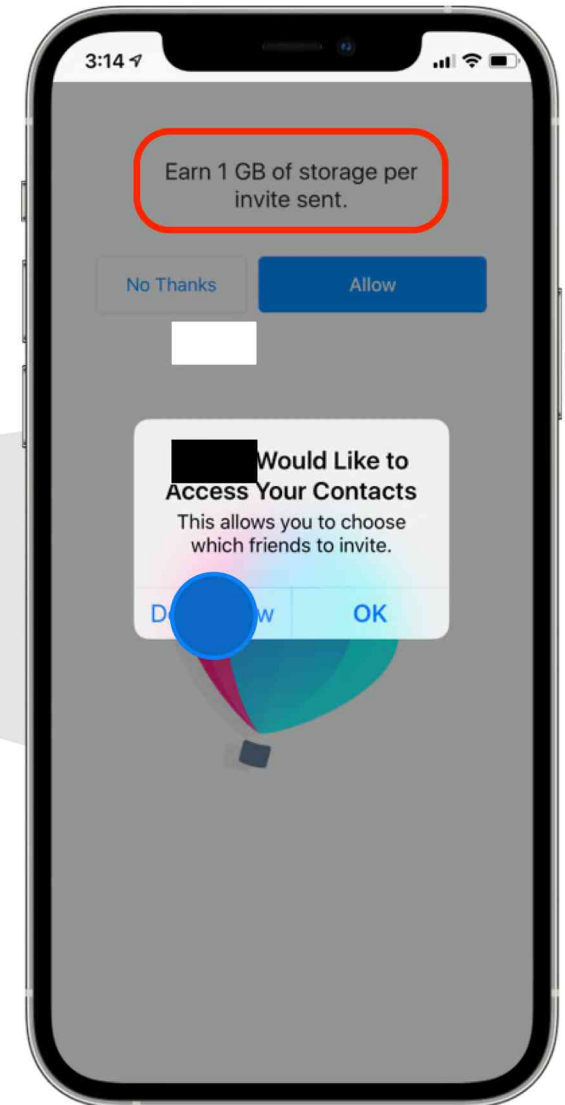
# Privacy

- o Security
- o Data Minimization
  - *Entitlements*
  - *Incentivized Access*
- o Transparency
  - *Nutrition Label*
- o Control
  - *Transparency Consent and Control (TCC)*
  - *App Tracking Transparency (ATT)*



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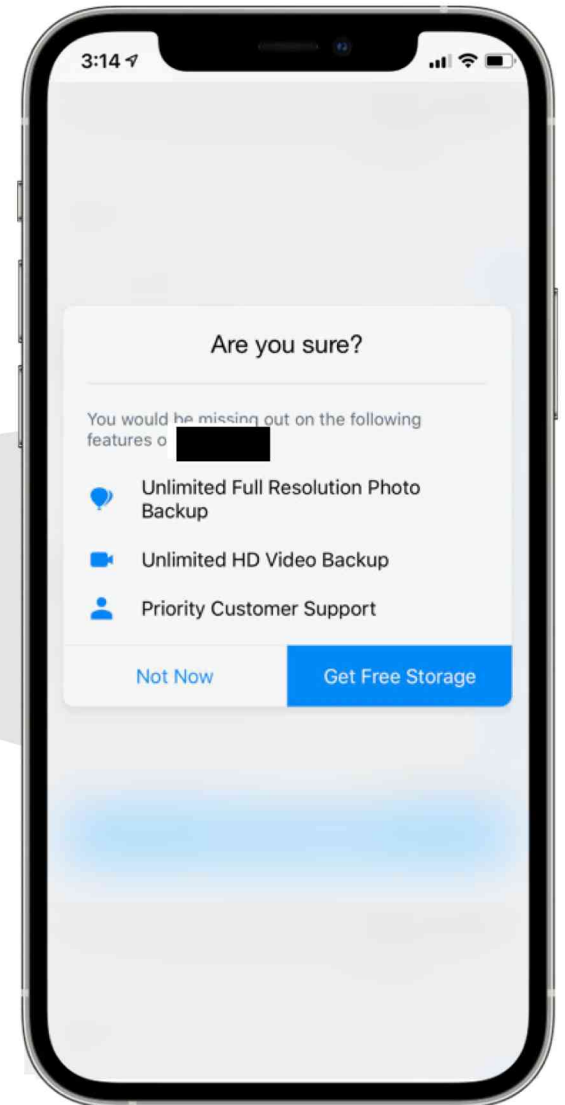
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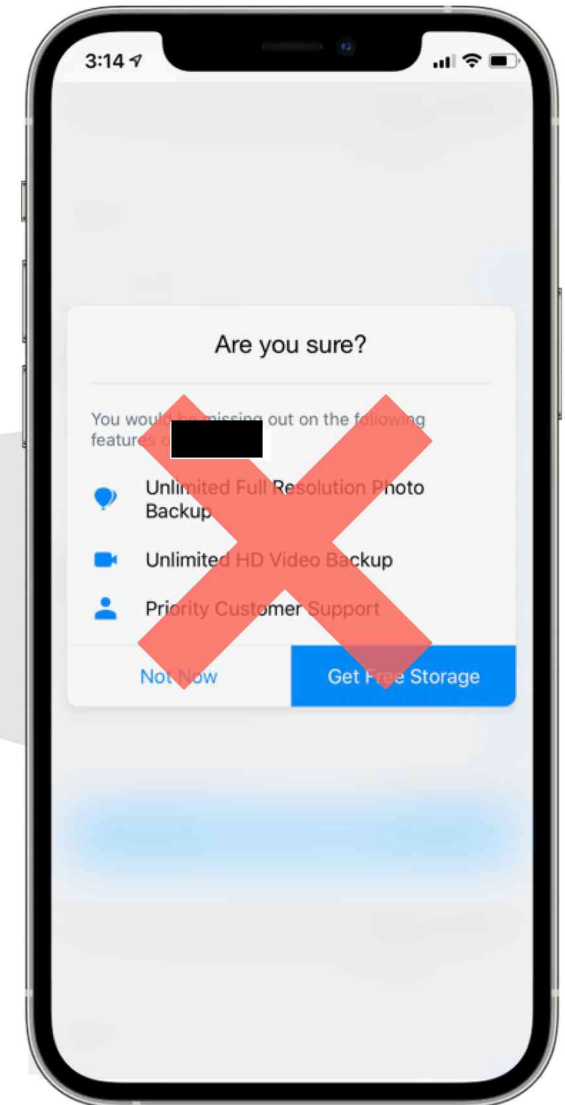
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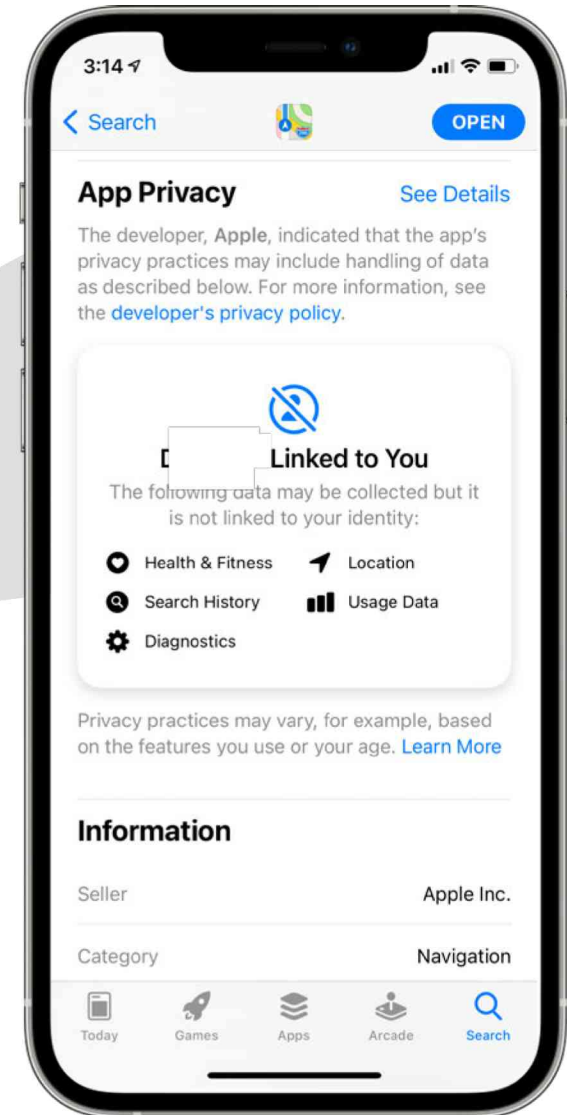
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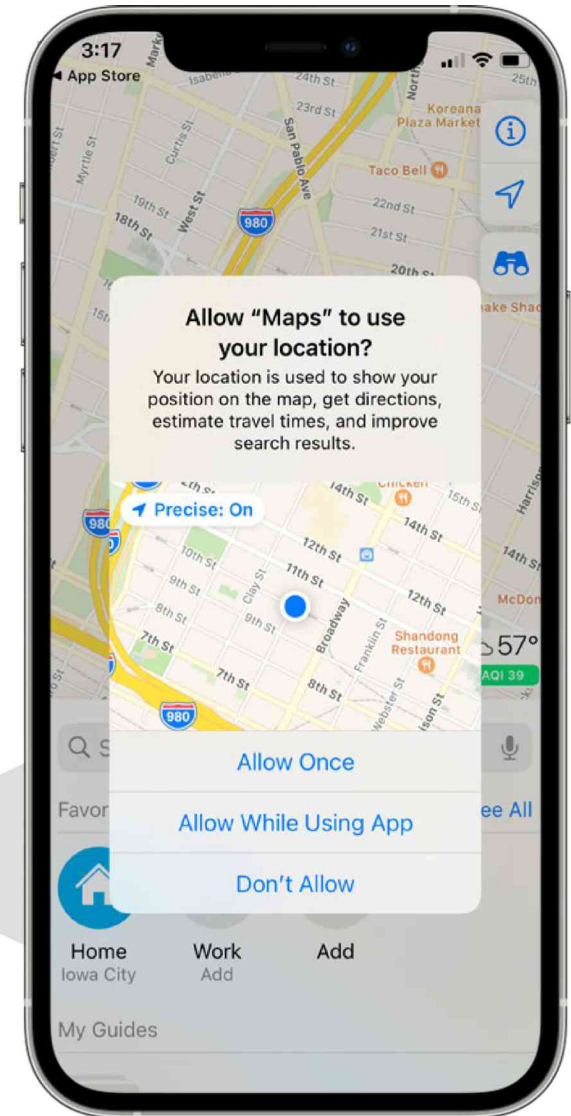
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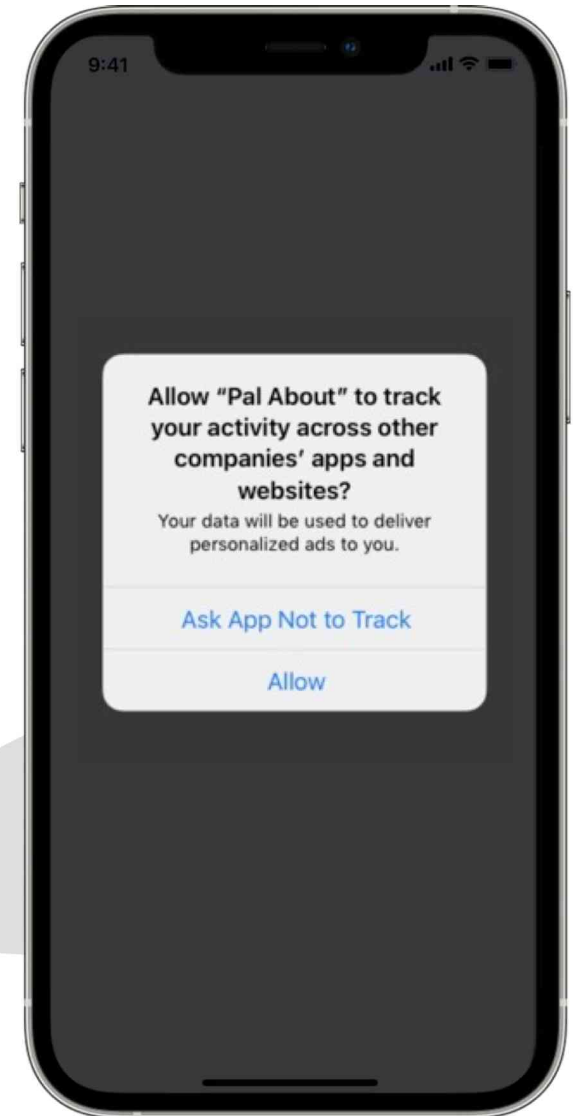
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# Human Policy Review

## App Store Review Guidelines



☐ Marketing Description

☐ Functionality

☐ Entitlements

☐ Physical Safety

☐ Incentivized Access

☐ Nutrition Label

