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Epic Games, Inc. v. Apple Inc.

Testimony of Craig Federighi

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Threat Model Considerations

- Number of devices
- Number of opportunities
- Value of access

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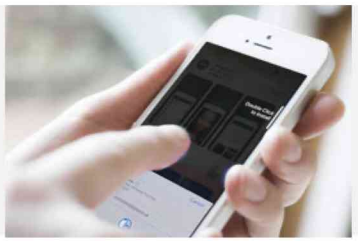
Threat Model Considerations

	mac OS	iOS
Number of devices		
Number of opportunities		
Value of access		

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How Attacks Work: the What

Scams

Vandalism
& Sabotage

Ransomware

Surveillanceware

Info Stealing

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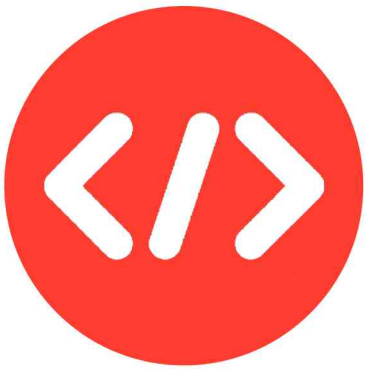
How Attacks Work: the How



Develop

Distribute

Harm

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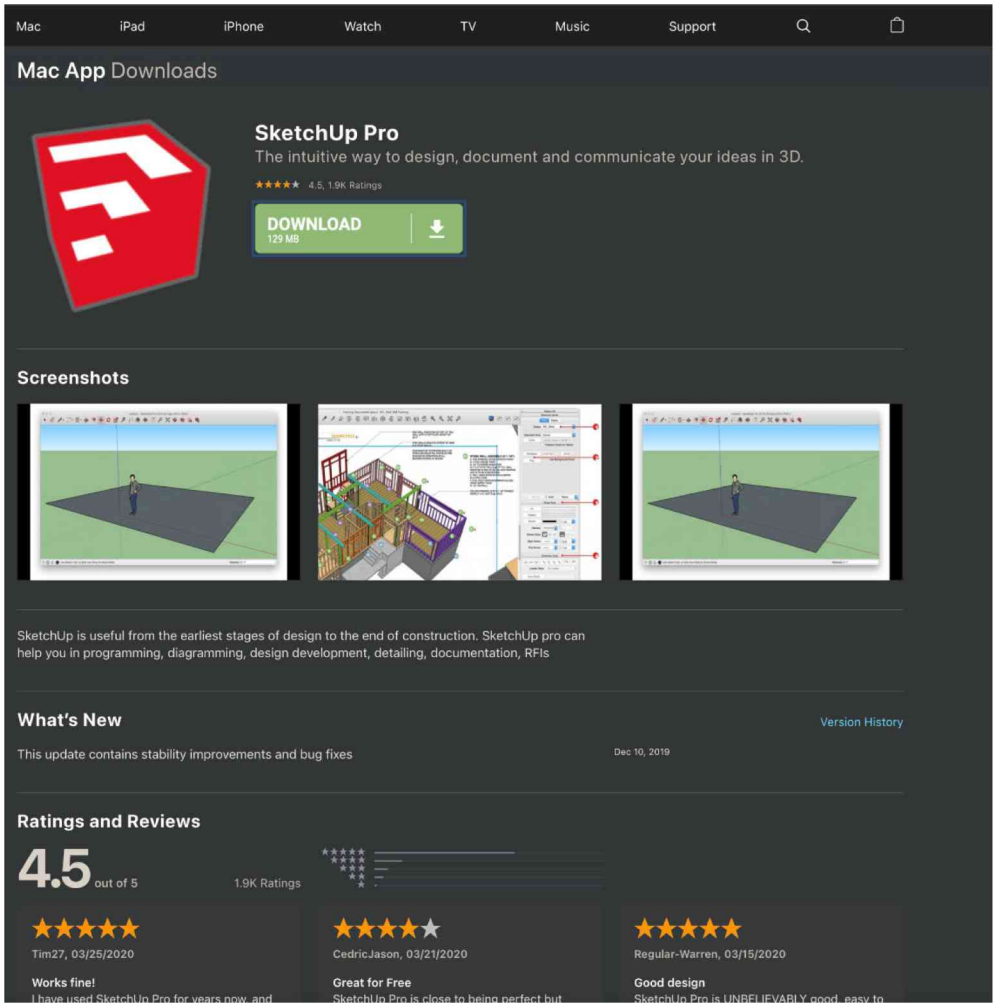
Distribute



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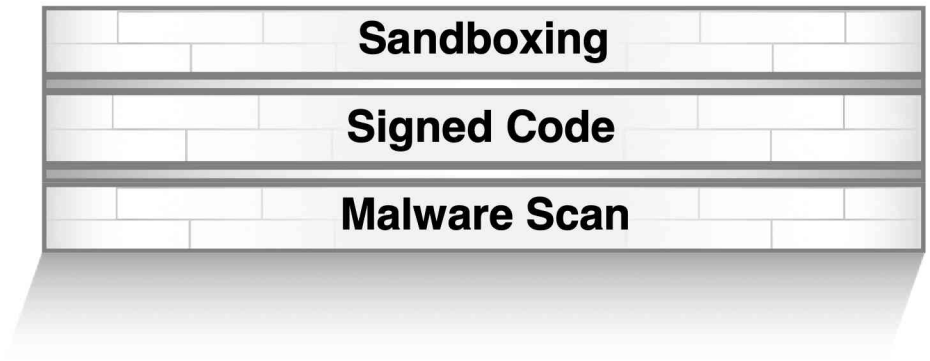

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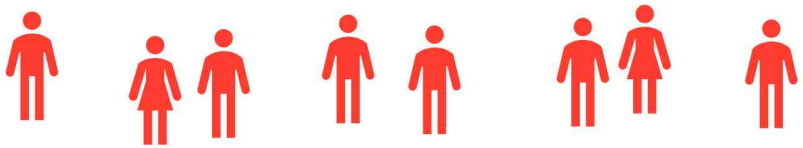

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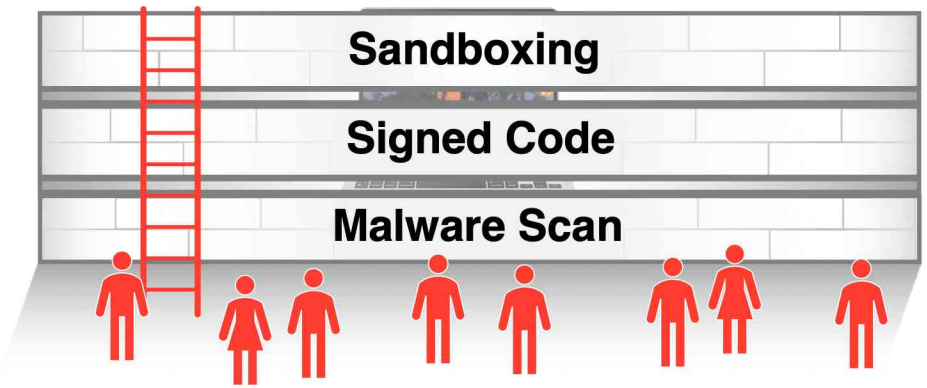

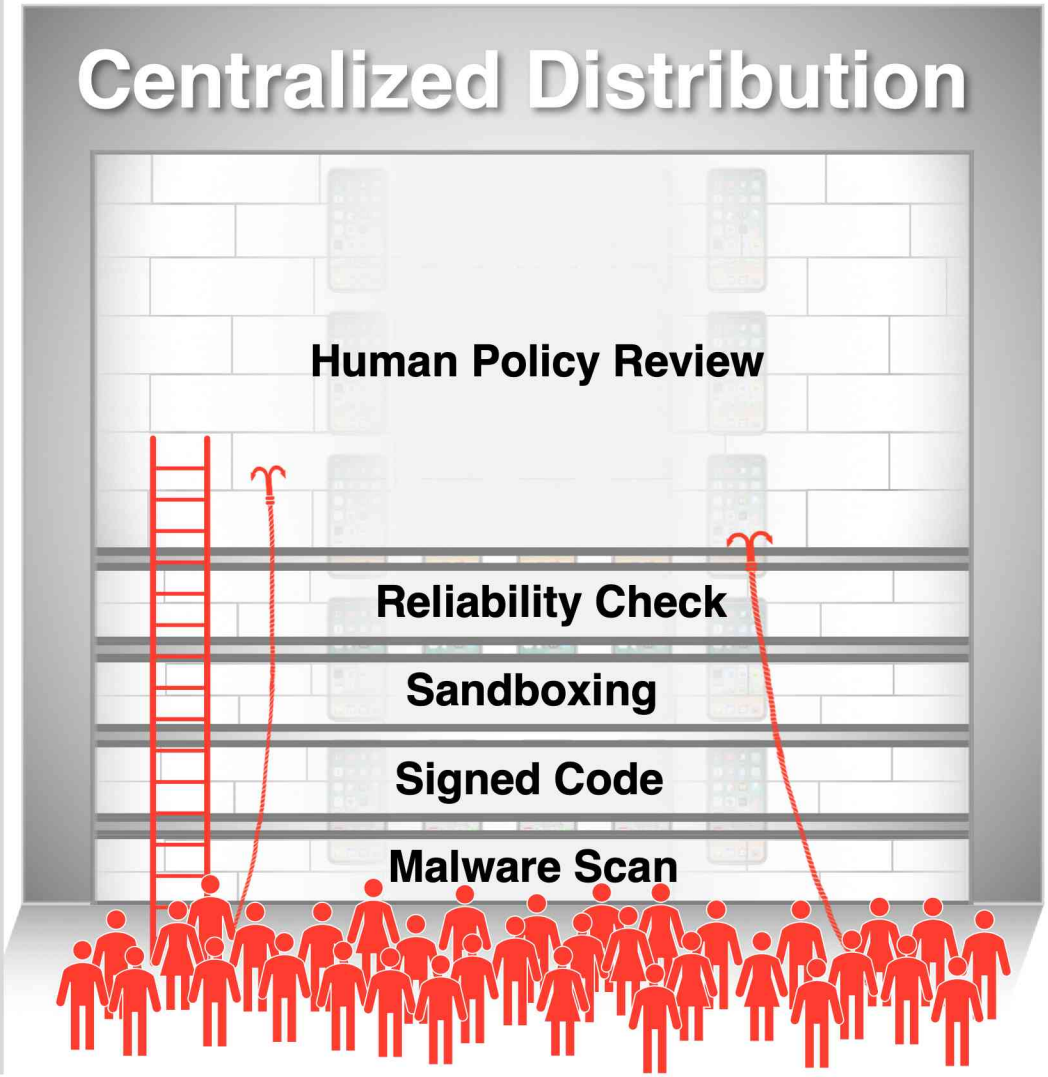

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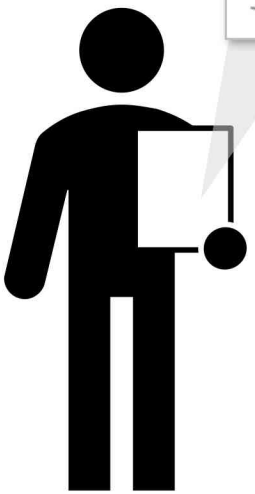
Human Policy Review

App Store Review Guidelines



- [ ] Marketing Description
- [ ] Functionality
- [ ] Entitlements
- [ ] Physical Safety

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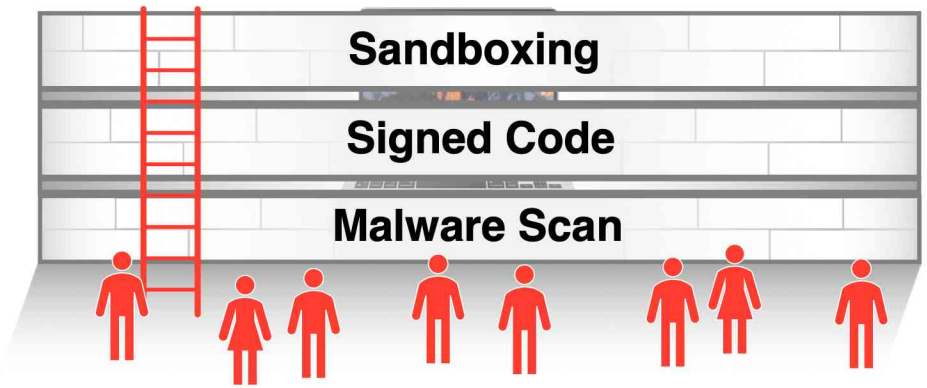

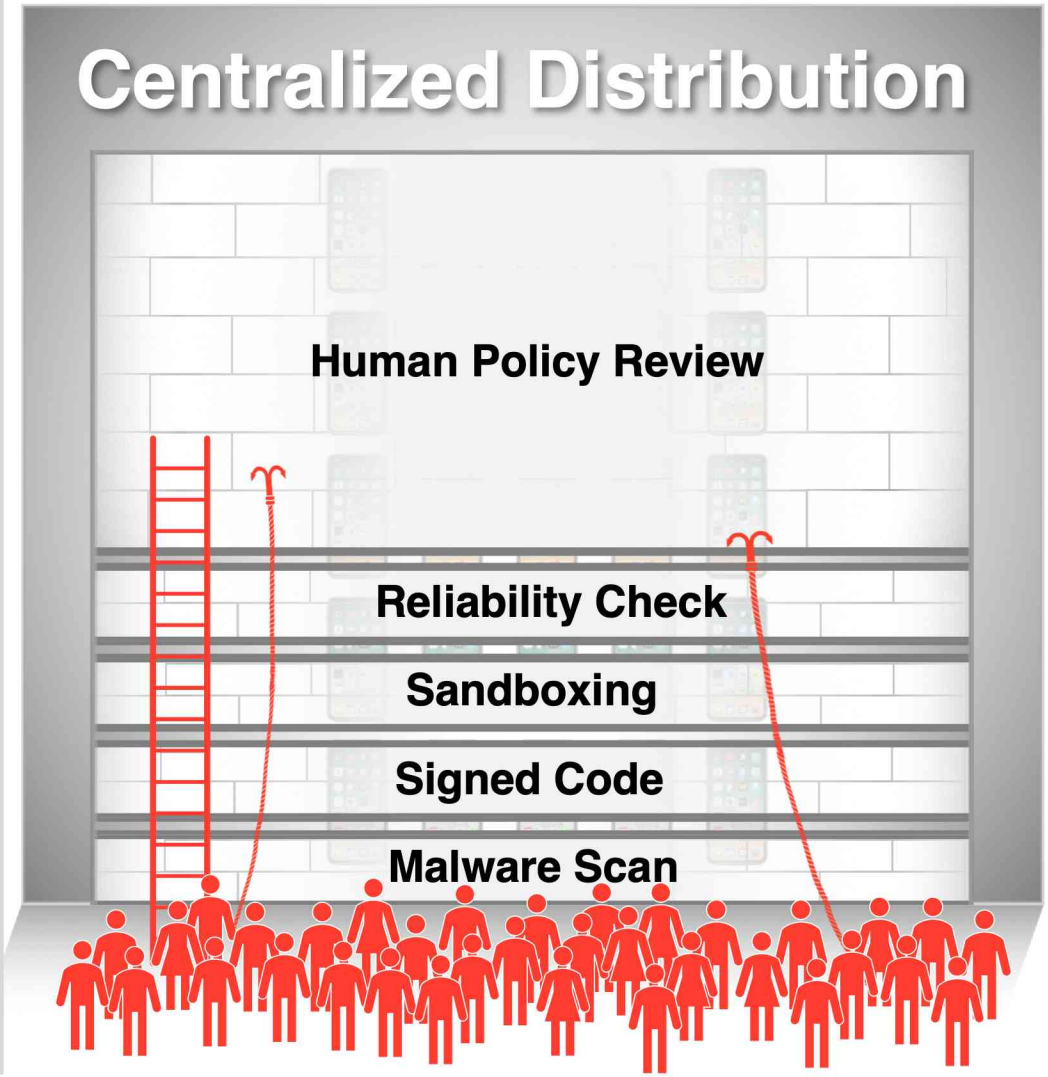

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Privacy

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

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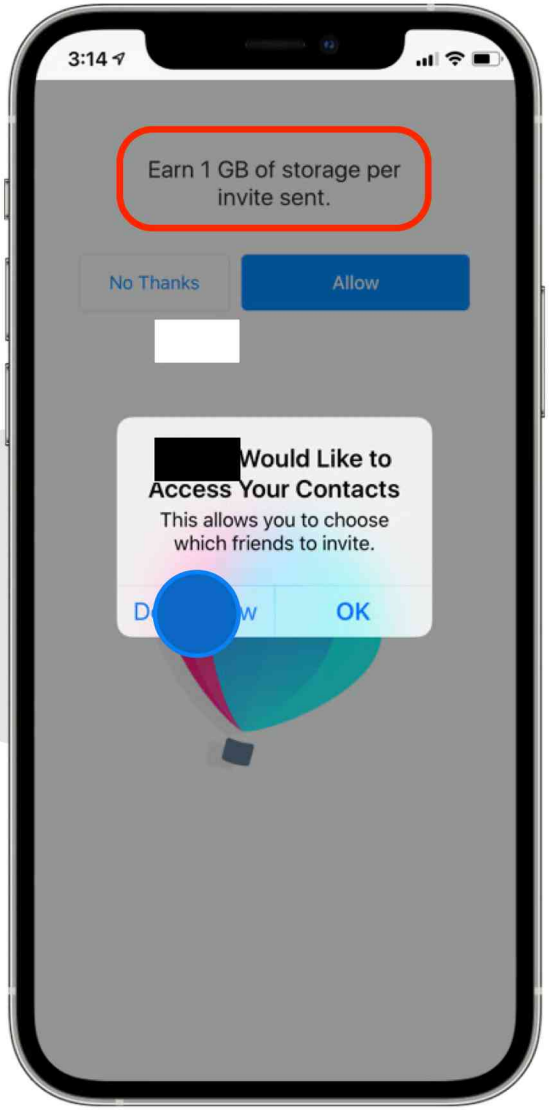

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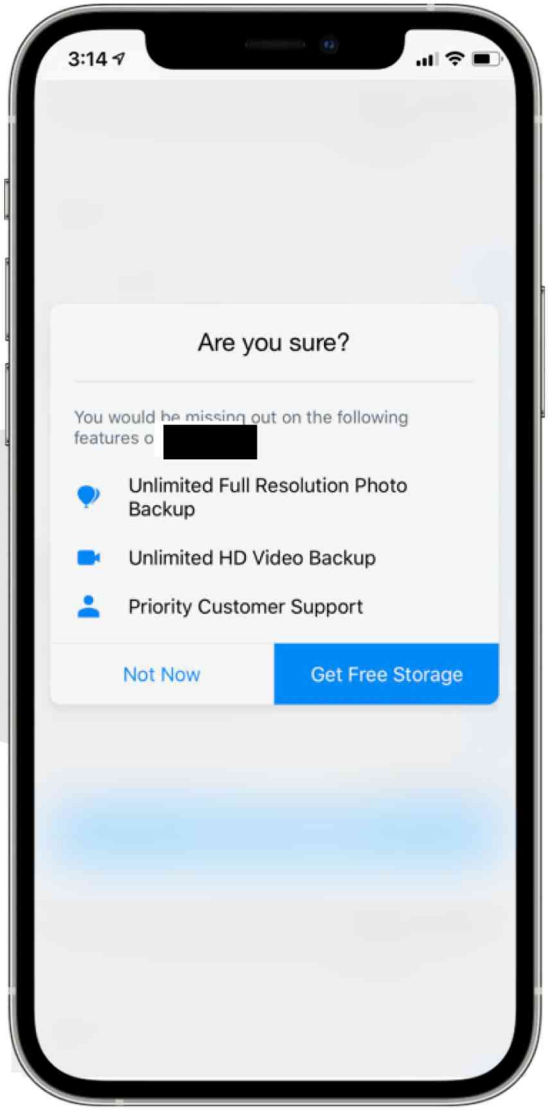

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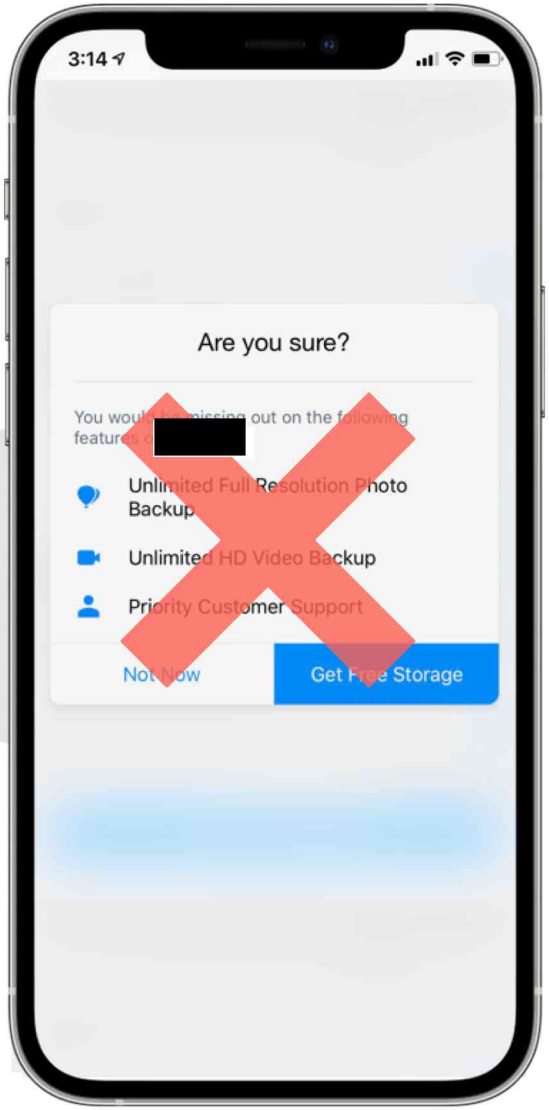

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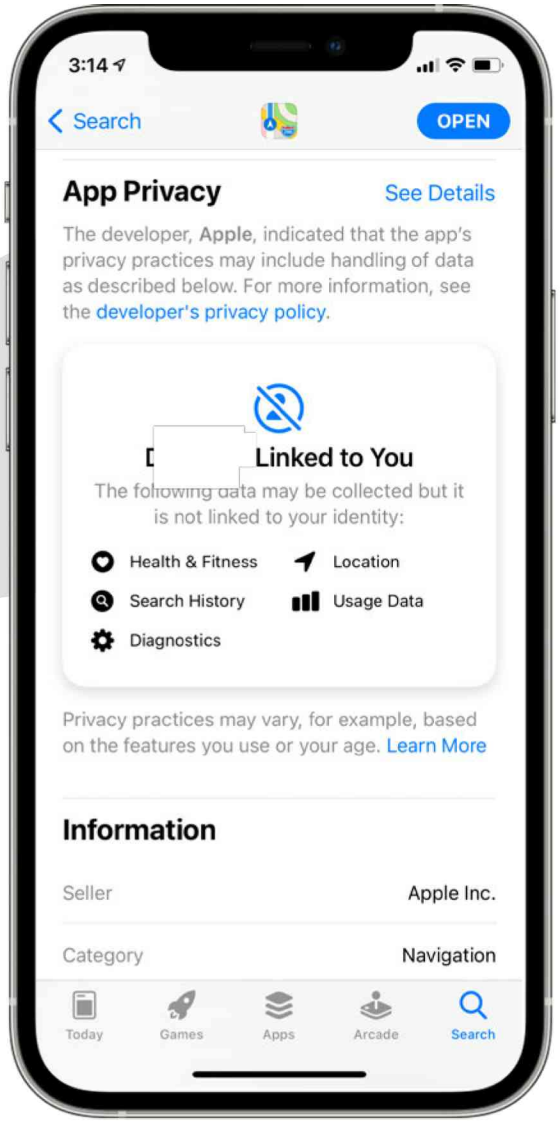

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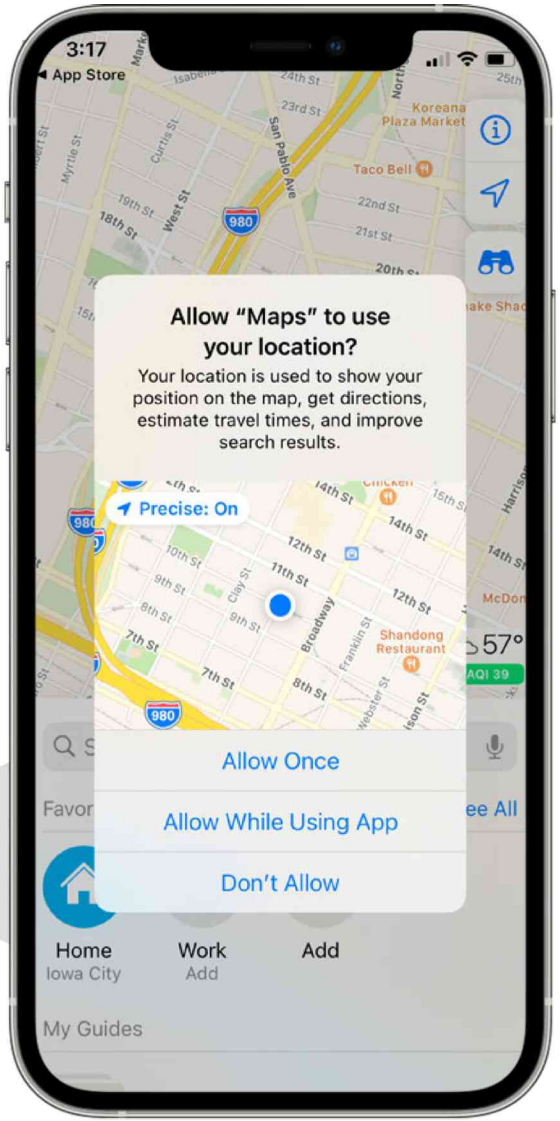

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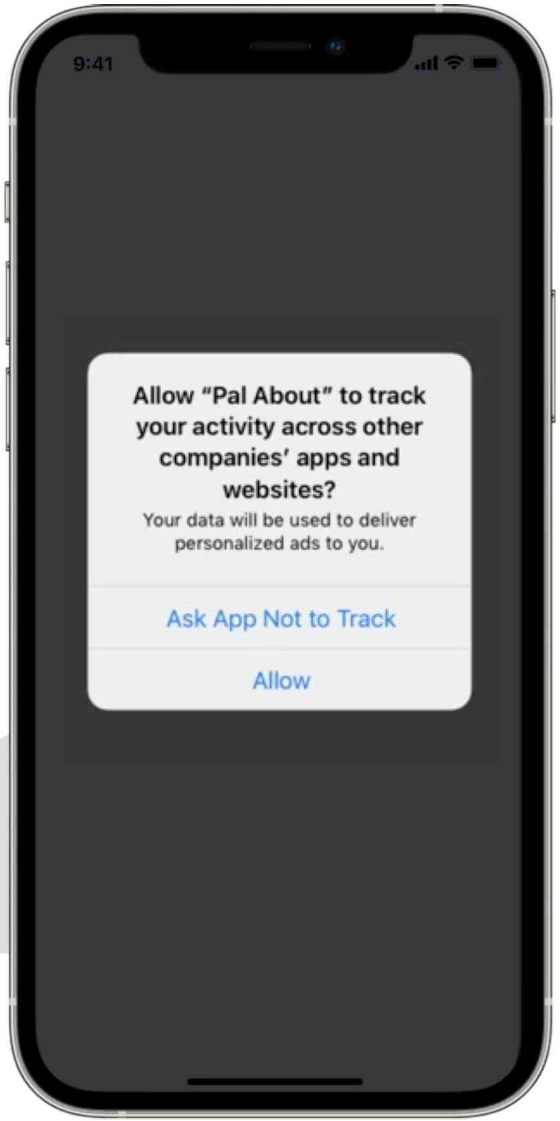

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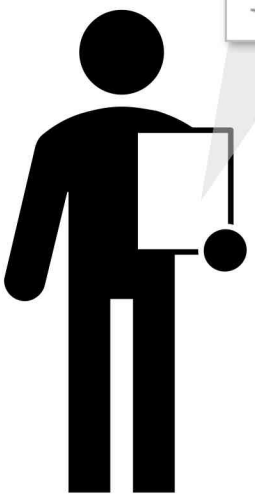
Human Policy Review

App Store Review Guidelines



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