

Alex and Siri- Similarities
1. The software listens for and responds to voice commands.
2. It is not supposed to send audio information from the microphone to the service unless the
3. device detects the wake word.
4. Both of these companies' policies disclose that they use personal information for third-party marketing, advertising, tracking, or ad-profiling purposes.
5. Both offer entertainment but Alexa excels in this due to its integration with multiple devices.
6. Both offer online shopping but Amazon has a distinct advantage in this.

Alexa Differenced	Siri Differences
1. Maker Amazon	Apple
2. Wake word is Alexa	Wake word is Siri
3. Alexa has a much lower score compared to their competitors. They were ranked lower than Siri in Data Sharing, Data Security and Data Rights.	The product has the highest relative overall score because of its of transparent policies and disclosure of better privacy practices
4. Alexa allows third part apps to be developed and installed in it.	Most apps are developed through Apple but recently they have allowed some third part apps.
5. Alexa maintains voice profiles for different users in a multi user home so they can offer personalized services	Voices of different users will have to be recorded and Siri will have to get trained with it prior to offering personalized services
6. Amazon indicates that its Alexa product allows users to instantly connect to Alexa to play music, control the user's smart home, and get information, news, weather, and more using just a voice input. Amazon's policy states that Alexa will store user messages in the cloud so that they are available on the user's Alexa app and select	Apple's terms state that protecting children is an important priority for everyone at Apple. Apple believes in transparency and giving parents the information they need to determine what is best for their child. In addition, Apple states that Siri searches and requests are associated with a unique identifier and not an Apple ID -- so that those

Alexa-enabled products. Amazon's policy explains that it will gather personal information, and that the information it learns from customers helps them personalize and continually improve the user's Amazon experience. While the policy indicates that an account is required for the initial setup, for "hands-free" devices, like the Amazon Echo, a user can access Alexa by saying the wake word (Alexa, Echo, Amazon, or Computer). The policy indicates that parental controls are available, and parents can add or update certain information.

searches and requests are not associated with a particular individual and cannot be identified by advertisers or other organizations. Apple's terms state that security and privacy are fundamental to the design of all Apple hardware, software, and services. Lastly, Apple's terms state they understand the importance of taking extra precautions to protect the privacy and safety of children using Apple products and services.