



## Apple's IDFA Kill-Move is a Frontal Assault on Rogue Advertising Industry - part 2

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Apple chief executive Tim Cook launched a stinging attack on ad-based social networks, arguing that such platforms were responsible for real-world violence and dehumanising consumers.

Speaking at an event called Data Privacy Day in Brussels, Mr Cook did not mention any company by name. However, he said that "at a moment of rampant disinformation and conspiracy theories juiced by algorithms, we can no longer turn a blind eye to a theory of technology that says all engagement is good engagement". Mr Cook noted the average smartphone app contains "an average of six trackers" to "surveil and identify users across apps, watching and recording their behaviour". He added: "Users may not know whether the apps they use to pass the time, to check in with their friends, or to find a place to eat, may in fact be passing on information about the photos they've taken, the people in their contact list, or location data that reflects where they eat, sleep or pray."

Apple's director of global privacy, Jane Horvath, said in a separate panel that the group would like the US to adopt a federal privacy law — modelled after Europe's General Data Protection Regulation that came into effect in 2018. She said society had reached "an inflection point" in which people had to decide whether trading privacy for "free" services was worth the cost. "Some say that advertising may suffer without all of that data," she said. "We reject that you can't reset the privacy paradigm and still have a robust advertising ecosystem."