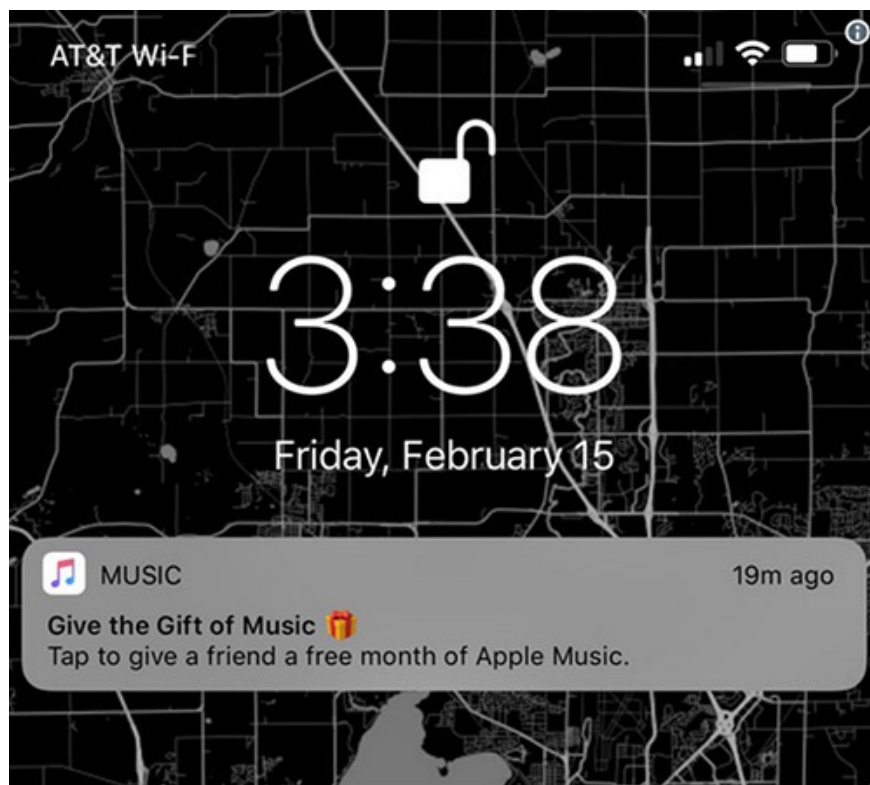


# Apple violates the rules set by itself and is suffering from user bricks

Recently, many iPhone users have received notifications on the lock screen about Apple Music, its music service via push notifications (push notifications), an action contrary to the terms on the App Store.

Apple is a well-known company for rigor for both developers and users. On the App Store, one of the terms Apple gives developers is "do not use push notifications to spam, fraud or send unwanted messages to customers".

However, recently, many iPhone users have received notifications on the lock screen about Apple Music, its music service via push notifications (push notifications), an action contrary to the terms on the App Store. Notice said that users will be free to use Apple Music for one to four months.



Notice of advertising about Apple Music appears on the iPhone lock screen. Photo: 9to5mac.

According to Article 4.5.4 of the App Store Review Guidelines, all acts of using push notifications for marketing purposes for products are strictly prohibited. If violated, partners may be deprived of certain rights.



Currently, Apple has not given any feedback on this incident.

Users can turn off notifications on iPhone if they are disturbed by going to Settings -> select Notifications -> Move to Apple Music -> turn off Allow notifications.

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