

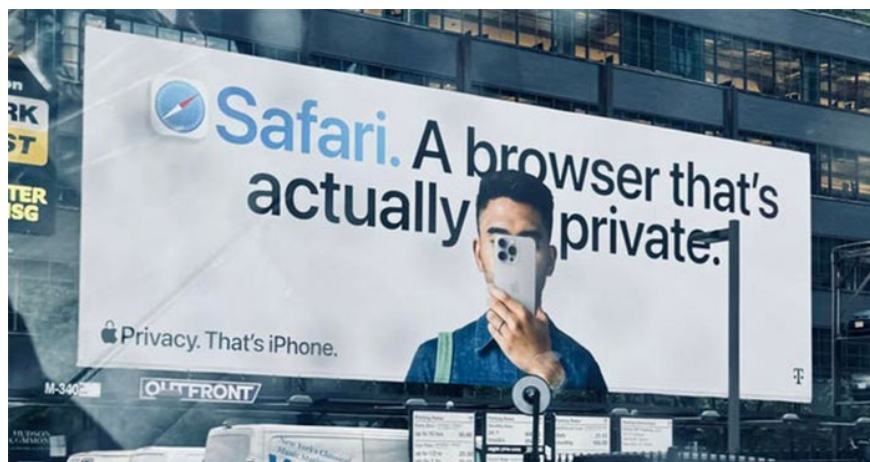
Apple warns iPhone users: Stop using Chrome!

Apple's ad implies that if you don't use Safari, users will be tracked, a subtle way to target the weakness of rival Chrome from Google - a browser that has long been criticized for its problems. collect user data.

Apple has launched a new campaign promoting iPhone privacy, which highlights Safari with an impressive promotional video inspired by the movie "The Birds" directed by Alfred Hitchcock.

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This move by Apple once again pushes the complicated relationship between the company and Google to a climax. The relationship between these two technology giants has always been likened to a "double-edged sword". Previously, the two sides cooperated when Google became the default search engine on the iPhone, of course the search giant had to pay a fee to Apple. However, pressure from global regulatory agencies has forced Google to look for other ways to push iPhone users to switch to Chrome.



According to Forbes, Chrome currently accounts for about 30% of the iPhone browser market share. Google's goal is to push this number to 50%, directly threatening Safari's position. Meanwhile, privacy policy, especially in "incognito mode", is said to be Chrome's "Achilles heel" as this browser still collects user data through hidden settings that cannot be turned off. .

Apple's new advertisement shows that the company is taking full advantage of its opponent's "fatal weakness" to attract users and regain browser market share on its own platform. The company affirms to 1.4 billion iPhone users globally that Safari is the safer choice.

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