

Apple will change the way email works on the new iOS

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Since 2013, Google has created two separate tabs named 'advertising' and 'social' on Gmail to protect customers. These are 'containers' of advertising and spam messages that are not in the user's interest category.

In the user's mailbox will not appear attached images in notifications or marketing emails. They are hosted remotely on another server. When the user clicks on that email, the image will be downloaded automatically.

But this does provide data about the time, location and device users are using for brands. Based on that, advertisers can completely evaluate the effectiveness of their marketing campaigns.



During an event in early June, Apple announced that it was ending the situation of users' personal data being collected too much by advertising companies with a new feature called 'Mail Privacy Protection'. privacy in the mailbox. As expected, this feature will appear on iOS version 15 in the second half of this year.

With this tool, whether the user opens the email or not, it will automatically download the previously stored data, and shield all information related to the customer. After that, a notification will be sent to the email senders with the message body opened. But the sender of the email will not receive any information about the recipient.

Apple says that Mail Privacy Protection is like a 'gatekeeper' to the inbox and it can compete fairly with tools currently on the market.

The idea of ??this new feature of Apple is highly appreciated by the technology world because the data leakage of users is showing signs of increasing.

Currently, about 50% of all emails are opened by users on Apple applications. So when the Mail Privacy Protection feature goes live, millions of advertisers globally will be hit hard.

For its part, Apple is confident that the new feature will help them fill the gap in the global advertising battle of the three giants Google, Facebook and Amazon.

Protecting privacy and serving users is getting more and more attention, and email is currently the latest 'front' that is being noticed by the big tech giants.

Earlier, Apple also released an iOS 14.5 update that gave users the right to decide whether the app collects data that has made the advertising industry 'staggered'. Apple's strict control of the mailbox makes every advertising company, if they want to access user data, have to ask for permission. This will continue to turn Apple into a "rival" of every major advertising platform.

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