

Privacy is Apple's most advanced product

Apple also sells another extremely expensive feature for all of us - privacy.

WWDC Global Developers Conference (Apple Worldwide Developers Conference) is one of Apple's biggest annual technology events of the year. At this year's event, Apple unveiled a bunch of cool things: the new Mac pro, iOS 13 with dark background, new photo apps and iPadOS that support USB connectivity. However, Apple has also sold another extremely expensive feature to all of us - privacy.

No, don't be mistaken! It is not a specific application, but 'we will keep your data safe and secure', and you have to pay for this 'feature'. Well this is precisely the extremely important feature in the context of a series of big privacy scandals caused by the leading Internet service companies in recent times, causing public opinion. contact and state management agencies had to enter the fight. In terms of privacy protection for users, Apple is more reputable than the other two stalwart rivals, Google and Facebook. Of course, Tim Cook and his colleagues did not forget to exploit this 'strength' at WWDC this year, and said a lot about children should not be monitored through mobile devices - a problem that is causing out a lot of controversy in the United States. Here are some of the most interesting privacy features revealed by Apple on WWDC 2019 stage.



1. macOS Catalina, the new operating system for Mac computers, has just been announced by Apple

Notable statement concerning self-righteous rights at WWDC 2019

1. Sign in with Apple
2. Restrict access to location data
3. Household security
4. Do not track children

Sign in with Apple

This is probably the most favorite part of Apple's Vice President Craig Federighi's speech yesterday. Accordingly, Mr. Craig Federighi started the speech by talking about the status of using tracking tools on the internet, along with images of quick login buttons of Facebook and Google on the screen, implying for the Lack of privacy can happen when you log into Facebook and Google accounts on a 3rd party website or application (some applications, websites allow users to post type in a social network account or email instead of having to create a new account on the application itself, that website). Soon, the vice president also introduced about Apple's own login button.



1. WWDC 2019: watchOS 6 officially launched with many notable improvements

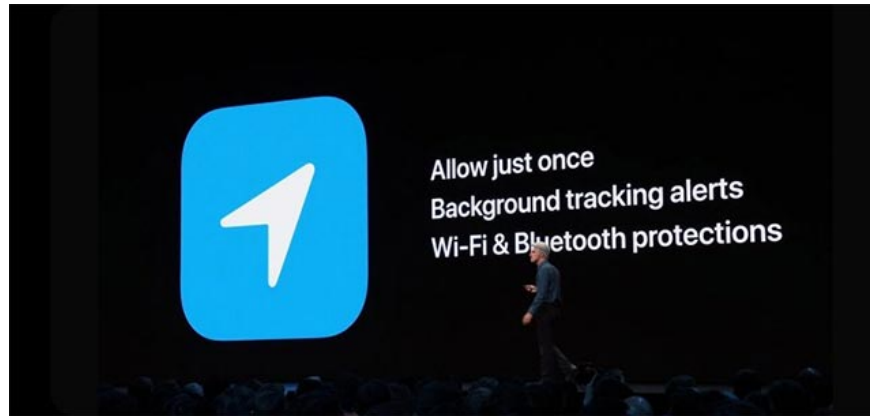
On the highlights of this feature, Craig Federighi said 'Signing in with Apple (Sign in with Apple)' is a feature that works on iOS, MacOS and websites. You can log in to an application using FaceID or TouchID to authenticate the information. In addition, Apple also said that you can even choose to hide your email ID and the system will automatically create a random email for you for each individual application. More importantly, the company stated that they will use the built-in two-factor authentication method as an additional security measure.

What Apple wants to mention here is that unlike the login methods from Facebook and Google, they are completely not interested in tracking you and selling your personal data to advertisers. In addition, Apple also makes Sign in with Apple a mandatory feature for every application that offers a third-party login option, to provide an additional quality login option for users.

In addition, this login feature will also work on non-Apple products. The Cupertino giant said on its developer blog that Sign in with Apple will work on any browser, which means you'll be able to deploy this useful feature on your site. I, as well as in the application versions, run on many other platforms. This is a great motivation for users to stick more closely with the Apple ecosystem, which has always been criticized for isolation.

1. How does the Find My Apple feature find lost iPhones without Internet?

Restrict access to location data



Just before the upcoming WWDC, a shocking report showed that a series of trackers leaked location data from the iPhone. In response to this problem, Apple has decided to limit access to applications' location data and allow users to set location tracking limits for each specific application. Thus, the next time the application needs to track your location, it will have to ask again. This change will make it impossible for the application to track you wherever you are before. In fact, Google has also provided the same feature on the latest Android version, but not as detailed as Apple, so it is likely that we will also witness the emergence of a control feature. Better location in future Android versions.

Besides, Mr. Federighi also said that Apple will "ban" any application that uses WiFi data to track the user's location.

Last year, Google was "caught up" with the behavior of tracking iPhone users through applications on this phone model, thus restricting and controlling features on location tracking. Apple will help prevent significant similar incidents in the future.

1. Check out iOS 13 beta 1 with iOS 12.3.1, the speed is twice as fast as Apple introduced?

Household security



Cupertino yesterday unveiled a new feature for HomeKit, allowing you to install and control security cameras connected via the Home application. The recordings will be analyzed locally before uploading to your iCloud

memory. After that, Apple will encrypt these videos for free and store them within 10 days. Two brands Logitech and Arlo have also appeared on this new platform and are expected to launch some special camera models with HomeKit.

1. Mac computers stuck with a dangerous security vulnerability, Apple was announced in February but has not yet resolved

Do not track children



1. US police believe Android smartphones are harder to penetrate than iPhones

In an extremely important move to the safety of children in the online world, Apple has released new guidance documents that do not allow developers to insert ads or submit them. Third-party tracking in apps that target children on company platforms. In addition, Apple also requires developers to comply with worldwide privacy standards regarding data collection from children through the online environment.

Last month, Google's CEO, Sundar Pichai CEO, was 'surfing 'rival Apple with an op-ed in the New York Times, saying, 'privacy is neither and should become. a luxury item '.

Apple does not seem to be concerned about this. They are still on the road to building a vast ecosystem of premium products and services, combined with privacy as a core element. With the above announcements at WWDC this year, it can be said that Apple has done a good job of selling its products to customers with the promise of privacy better than ever.

You finished reading the article "**Privacy is Apple's most advanced product**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.