

Volledige reactie Apple:

I want to draw your attention to the statement we issued earlier this year in response to incidents of unwanted tracking. The statement details exactly what we have, are and will be doing.

<https://www.apple.com/uk/newsroom/2022/02/an-update-on-airtag-and-unwanted-tracking/>

There is a lot in there so I wanted to pull out and highlight a few key elements:

1.) Unwanted tracking has long been a societal problem, and we took this concern seriously in the design of AirTag. It's why the Find My network is built with privacy in mind, uses end-to-end encryption, and why we innovated with the first-ever proactive system to alert you of unwanted tracking. We hope this starts an industry trend for others to also provide these sorts of proactive warnings in their products.

Apple has been working closely with various safety groups and law enforcement agencies. Through our own evaluations and these discussions, we have identified even more ways we can update AirTag safety warnings and help guard against further unwanted tracking.

2.) We have supportive quotes from the National Network to End Domestic Violence and the National Center for Victims of Crime. Please feel free to use these.

"The alerts system Apple has notifying potential victims of any unwanted tracking has helped shine a light on a problem that existed long before AirTags came on the market. We are happy Apple is engaging in the conversation about victim safety and are continuing to improve safeguards. We hope others will follow their lead." - Erica Olsen, director of the **Safety Net Project at the National Network to End Domestic Violence**
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"What these unwanted tracking alerts are showing us is that Apple's system is working and, at the same time, raising awareness of this issue," said Renee Williams, Executive Director, **National Center for Victims of Crime**. "If anyone is experiencing technology-enabled abuse, stalking, or harassment, we can be a resource for them in addition to law enforcement."

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3.) We condemn any malicious use of any of our products.

4.) We have been actively working with law enforcement on all AirTag-related requests we've received. Based on our knowledge and on discussions with law enforcement, incidents of AirTag misuse are rare.

5.) We're committed to taking additional steps to help address this problem including:

- New privacy warnings during AirTag setup.
- Fixing an AirPods alert issue in upcoming software update. We discovered an issue where AirPods were presenting an “Unknown Accessory Detected” alert. Important point here is that this “Unknown Accessory Detected” alert will not display if an AirTag is detected near you. These could be borrowed AirPods, or AirPods inadvertently left behind by a friend or family member.
- Updates to our unwanted tracking support article.
- Other important improvements we’ll make by end of the year: precision finding, display alert with sound, refining unwanted tracking alert logic, and adjusting the tone sequence to use more of the loudest tones to make an unknown AirTag more easily findable.

6.) We will continue to listen to feedback and innovate. We’ve built a tunable system of deterrents which we are committed to making improvements to over time.