

# DEBUNKING APPLE'S FALSE SECURITY CLAIMS

## Competition and Choice Would Make Apple Devices More Secure

Apple is fighting hard against lawsuits, regulations, and legislation around the world that would give consumers more choice in the digital marketplace. The company argues that it needs total control over what apps iPhone and iPad users download on their devices in order to protect them from malware, viruses, and scams. But Apple's arguments are nothing more than scare tactics designed to protect their monopoly (and 30% commission for all digital goods and services) at the expense of developers and consumers. Let's break it down with a reality check:



### Security is Provided by the Device, Not the App Store

- Consumers purchase and own their devices - [they should have the right to use them as they see fit](#).
- Having an alternative app store will not put iOS users at additional risk. iOS device security comes from [numerous built-in hardware security measures](#) (encryption of data, firewall, antivirus) and a 'sandbox' model that limits apps' access to the phone's resources.
- Apple's own Mac desktop and laptop computers allow software to be downloaded and installed outside of the app store.



### Apple's Claims of Perfect App Store Security Give Users a False Sense of Security

- Apple's boasts about its App Store review measures can encourage users to let their guards down.
- Scammers [regularly bypass Apple's App Store review](#) by submitting a non-harmful app, and then transforming it after it is approved.
- One Apple engineer compared Apple's security reviews to bringing a "[butter knife to a gunfight](#)."
- A SensorTower study found [134 scam apps](#) on the App Store, with an estimated \$365 million in revenue for Apple.



### Lack of Competition Hurts Security and Consumer Choice

- Experts agree that Apple's App Store policies [actually hurt user security](#):
  - One app store means one target for scammers, rather than having to bypass security rules and reviews through multiple stores or by allowing customers to download software directly from a trusted developer.
  - Apple feels no competitive pressure to improve security - because there is no alternative.
- Allowing alternative app stores on iOS devices would give users more choice and force Apple to compete to provide the best service and security. But Apple wants complete control of the app economy in order to [maximize its own profits](#) at the expense of developers and consumers.

## Conclusion:

Apple's false claims should be seen for what they are: a pretext for its anti-competitive practices that have burdened developers and consumers with higher fees, less opportunity, and fewer innovations.