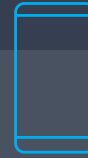# DOWNLOADING APPS
ON MAC VS IPHONE

App store gatekeepers deny you the ability to choose how you download apps onto your mobile devices, claiming concerns about security. But these gatekeepers don't show the same concerns when you access apps on your computer:

MAC [VS] IPHONE

MAC

Visit an app store or a developer's website

Search for an app and begin to download
You may get a security pop up to verify you trust the source and want to download

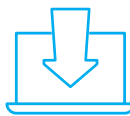**Pay the app developer directly when you make purchases in the app**

Need help? Need a refund?
Contact the app developer directly

IPHONE

Visit the Apple App Store, the only place to get an app on the iPhone

Search for an app and begin to download
- No guarantee it's the correct one from a trusted source (i.e., scam apps)
- See Apple's apps first. If you search for "music," Apple Music will come up first because Apple self-preferences

Pay Apple when you make purchases in the app
- Pay the 30% App tax to Apple
- See a better deal online? Sorry, Apple prevents developers from contacting you, their customer, through their own app or offering you a lower online rate

Need help? Need a refund?
Sorry, app stores prevent developers from communicating directly with their customers.

Why the difference?
The reality is app store gatekeepers are abusing their market power by forcing consumers to only download apps through their app stores and use their payment service, which reduces choice and inflates prices.

THIS IS NOT ABOUT SECURITY, IT'S ABOUT CONTROL

Coalition for APP FAIRNESS