

What Happens on Your iPhone Stays on Your iPhone

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Barry Nolan [Chief Strategy Officer Swrve](#) [Full Bio](#)



Barry Nolan Swrve's Chief Strategy Officer just wrote a piece on Apple's announcement at WWDC last week about the new "Sign in with Apple" option. The article discusses what this new option means for marketers since the "sign in with apple" option will collect no data and give you a one-time anonymous email to use as a sign-in.

Last year, in a speech to the International Conference of Data Protection and Privacy Commissioners, Apple CEO Tim Cook took aim at social media and AdTech, what he

terms the vast data industrial complex. Our own information, from the every day to the deeply personal, is being weaponized against us with military efficiency. These scraps of data, each one harmless enough on its own, are carefully assembled, synthesized, traded, and sold. This is directly counter to Apple's core belief. We at Apple believe that privacy is a fundamental human right.

Privacy is now Apple's North Star, evident in new products announced at last year's and again at last week's WWDC

Last year, Apple confronted those cookies that follow us as we wander from website to website. They broke approaches to fingerprinting, in which marketers use publicly accessible information about devices, configurations, fonts, plug-ins, to assign them an individual, trackable ID. It attempted to make your iOS or Mac device indistinguishable from millions of others. Combined with GDPR, it had a significant impact on data collection and programmatic advertising.

This year, Apple is attacking email and profile harvesting with the new service, Sign in with Apple. Sign in with Apple operates just like Sign in with Google, Facebook buttons that we see on many websites and apps today that make it easier for consumers to log into services, instead of typing in their email and making up a password for each service.



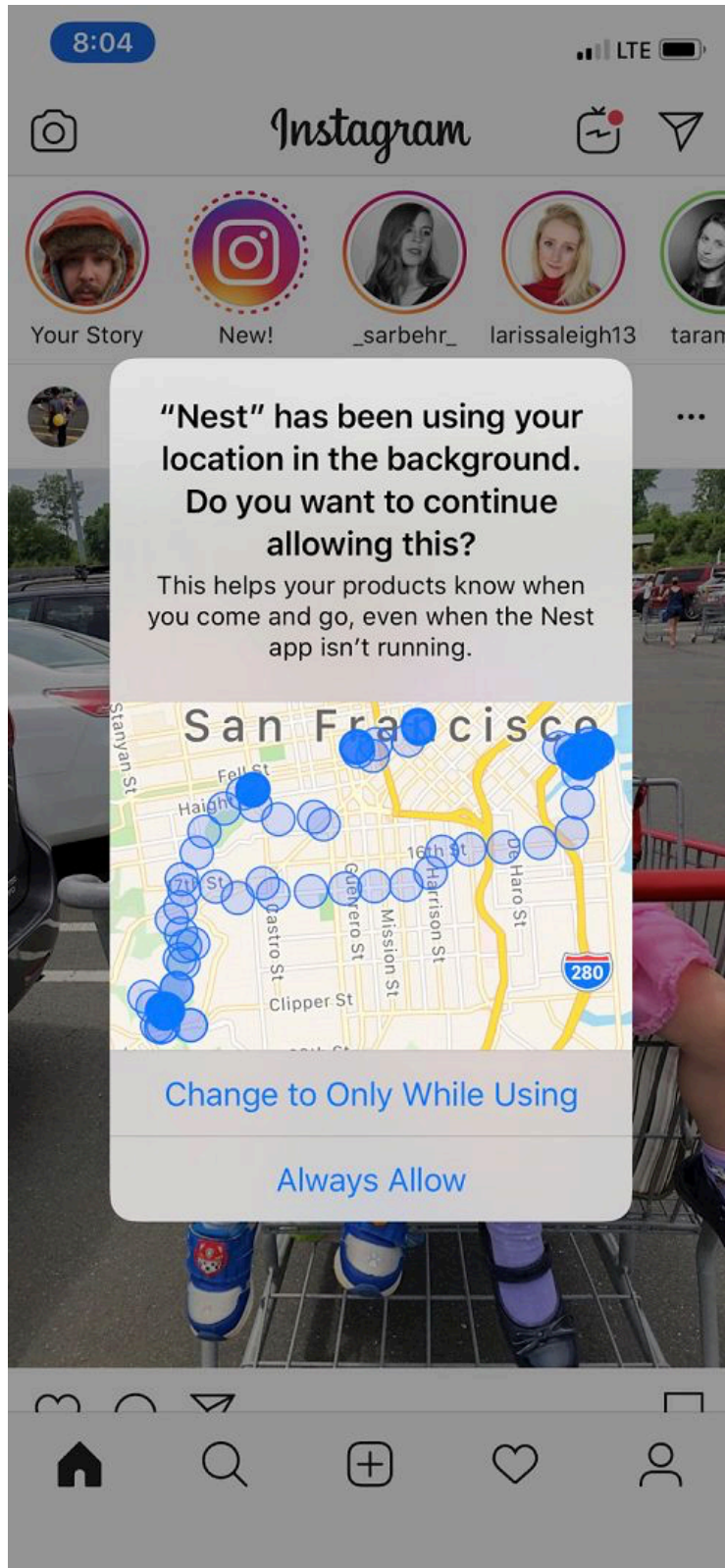
Sign in with Apple will be familiar to consumers with one critical distinction Apple will collect no data and will automatically proffer a one time random email address instead of your own Any correspondence to and from the service is automatically managed via this anonymized alias This breaks the identity schemes much of AdTech and traditional MarTech is built upon It anonymizes your true identity and the link to the data industrial complex that scrape and store your profile information

It is a highly strategic move because identity management is the single most powerful tools in marketing technology Knowing your identity is critical to Google and Facebook Both of these through their Sign in with buttons have a presence on most apps and websites and that then gives them a rich picture into what consumers are doing far beyond Google Facebook sites Apple's move will weaken their position

Sign In With Apple isn't an option for a brand It's obligatory for any service that offers sign in options Apple is leveraging the power of its platform to brute force its privacy goals Expect them to promote this heavily see their recent What happens on your iPhone stays on your iPhone ad campaign

Two takeaways for Marketers

It further erodes the capability of AdTech to engage consumers Marketers need to invest in solutions that build direct to customer relationships As it directly targets and weakens email marketing through anonymized email addresses marketers should actively invest in other channels to reach their customers



Privacy and GeoLocation Services

The privacy push extended beyond AdTech. Apple also announced new Geo controls on location sharing. In mobile apps, there is a new option to share your location: Just Once. Also, Apple will alert users to those apps which continuously track a user's location in the background. See below.

Two takeaways for marketers:

When asking for permission to share location, never leave it to the system dialog alone. Always pre-prompt users with a message to explain the value they will get from sharing their location. A/B test which message resonates. Ensure that the consumer gets true value from continuous sharing of location. For example, this example of an Airline delivering geo-triggered real-time relevance: When the passenger is approaching their departure airport and time to the flight is short, the Airline can message the user suggesting they choose FastTrack to speed their way through security.

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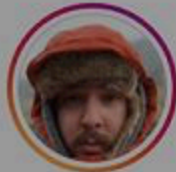
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LTE



Instagram



Your Story



New!



sarbehr



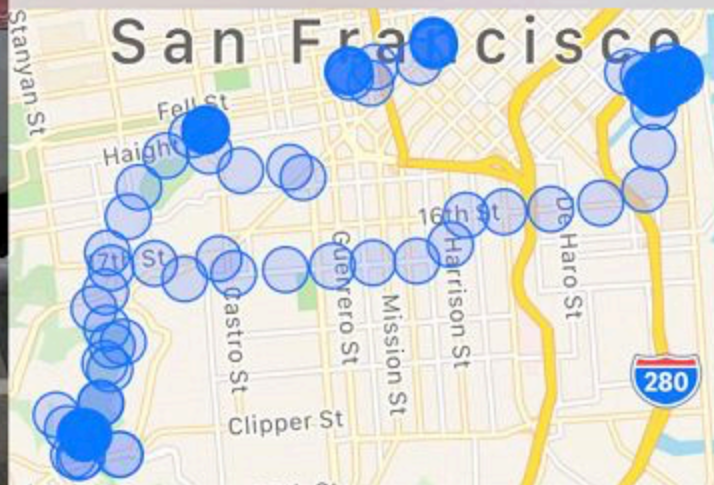
larissaleigh13



taram

**"Nest" has been using your location in the background.
Do you want to continue allowing this?**

This helps your products know when you come and go, even when the Nest app isn't running.



[Change to Only While Using](#)

[Always Allow](#)

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