



August 17, 2021

Ronald J. Diebert, OOnt
Professor of Political Science, University of Toronto
Director, the Citizen Lab at the Munk School of Global Affairs & Public Policy, University of Toronto

Dear Professor Deibert,

Thank you for your letter.

Apple is dedicated to building the best products and services in the world, ones that enable our customers to learn, create, stay connected, and express themselves in all kinds of ways.

We invest significantly to stay at the cutting edge of technology and are pleased to offer our customers many ways to personalize their products, including with engravings. This feature allows customers around the world to add their names, initials, phone number or a favorite emoji to their products.

As with everything at Apple, the process for engraving is led by our values. We are very glad to offer customers the opportunity to express themselves and we have guidelines in place to ensure local laws and customs are respected and adhered to in every country and region where we operate.

As we state on our website the feature was designed to add names, initials, phone numbers or a favorite emoji. We try to not allow requests which could represent trademark or intellectual property violations, are vulgar or culturally insensitive, could be construed as inciting violence, or would be considered illegal according to local laws, rules, and regulations of the countries and regions where we personalize and where we ship.

We handle engraving requests regionally. There is no single global list that contains one set of words or phrases. Instead, these decisions are made through a review process where our teams assess local laws as well as their assessment of cultural sensitivities. We revisit these decisions from time to time. While those teams rely on information from a range of sources, no third parties or government agencies have been involved the process.



To a large degree, this is not an automated process and relies on manual curation. At times, that can result in engraving requests being mistakenly rejected and we have a process in place to review and correct those situations when they occur.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jane Horvath', is written above the typed name.

Jane Horvath
Chief Privacy Officer
Apple