



Mysk @mysk_co Thu Nov 03 23:13:12 +0000 2022

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The recent changes that Apple has made to App Store ads should raise many **#privacy** concerns. It seems that the **#AppStore** app on iOS 14.6 sends every tap you make in the app to Apple. This data is sent in one request: (data usage & personalized ads are off)

#CyberSecurity <https://t.co/1pYqdagi4e>

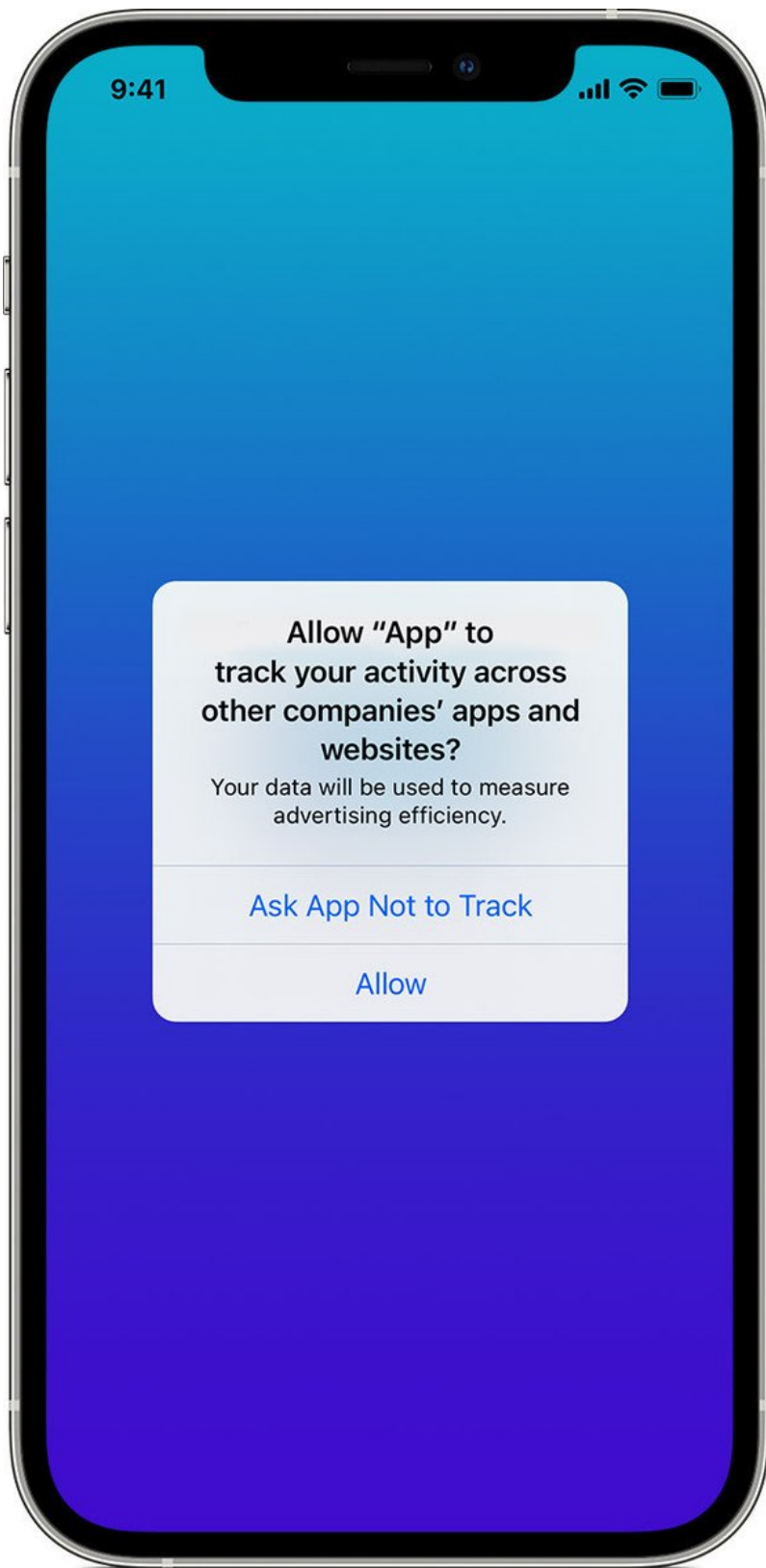
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As the user browses the App Store app, detailed usage data is sent to Apple simultaneously. The data contains IDs to map the behavior to a profile (redacted in the video). Data shown in the video is 152KB. Here's a log of the requests while using the app for 10 minutes: <https://t.co/Jjyoh1tZY>

Time	URL	Method	Code	Request	Response
22:25:53.091	https://xp.apple.com/report/2/xp_amp_appstore	POST	200	6,58 KB	2 bytes
22:23:19.611	https://xp.apple.com/report/2/xp_amp_appstore	POST	200	6,57 KB	2 bytes
22:23:14.121	https://xp.apple.com/report/2/xp_amp_appstore	POST	200	2,83 KB	2 bytes
22:23:13.640	https://xp.apple.com/report/2/xp_amp_appstore	POST	200	152 KB	2 bytes
22:20:08.480	https://xp.apple.com/report/2/xp_amp_appstore	POST	200	4,55 KB	2 bytes
22:17:16.872	https://xp.apple.com/report/2/xp_amp_appstore	POST	200	6,45 KB	2 bytes
22:15:43.050	https://xp.apple.com/report/2/xp_amp_appstore	POST	200	63,6 KB	2 bytes

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The strange thing is that Apple introduced strict measures in **#iOS** 14.5 to prevent developers from fingerprinting users. <https://t.co/zVqjPfdWb>



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It's unclear if Apple still collects analytics data in iOS 16, even when sharing analytics and personalized recommendations are switched off. Regardless, the App Store already knows a lot about our behavior and how we explore apps.

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The level of details shown in the video is also too much even if the user has consented to sharing analytics data with Apple. As the title of John Gruber's post reads: App Store Ads Gone Wild

A new video in 4K and with annotations: https://twitter.com/mysk_co/status/1588595564161404930

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