



- **User Centered Products.** At Apple, we make products that we love and want our family and friends to enjoy
- **Privacy & Security First.** Customer trust comes from our strong commitment to protecting their data
- **Values-Driven Compliance.** Our approach to compliance aligns with our core principles
- **Regulatory Clarity Matters.** Transparent, predictable regulations and enforcement foster innovation and benefit consumers
- **Consumer-Focused Enforcement.** Regulators should engage with everyday users and prioritize their best interests



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