

# I checked Apple's new privacy 'nutrition labels.' Many were false. | The Washington Post

By Geoffrey A. Fowler

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You can trust Apple ... right?

You go to your iPhone's App Store to download a game. Under a new "App Privacy" label added last month, there's a blue check mark, signaling that the app won't share a lick of your data. It says: "Data not collected."

Not necessarily. I downloaded a de-stressing app called the Satisfying Slime Simulator that gets the App Store's highest-level label for privacy. It turned out to be the wrong kind of slimy, covertly sending information — including a way to track my iPhone — to Facebook, Google and other companies. Behind the scenes, apps can be data vampires, probing our phones to help target ads or sell information about us to data firms and even governments.

[...]

Source: [iPhone app privacy labels are a great idea, except when Apple lets them deceive – The Washington Post](#)