

Apple delays debut of anti-tracking tool in iPhone software

September 4 2020, by Michael Liedtke



In this June 16, 2020, file photo, the sun is reflected on Apple's Fifth Avenue store in New York. Apple is delaying a new privacy feature in the next version of its iPhone operating system that will make it more difficult for app developers to track people online to help sell ads. (AP Photo/Mark Lennihan, File)

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operating system that will make it more difficult for app makers to track people online to help sell digital ads.

The [decision](#) last week warned that the new privacy feature in iOS 14 threatened to deliver a major blow to many apps at a time they are already struggling amid a coronavirus-triggered recession.

Although Apple is postponing the new anti-tracking tool, the Cupertino, California, company emphasized that it shouldn't be interpreted as a sign it is backing down from its outspoken commitment to protect the privacy of its customers as a ["fundamental right."](#)

"We want to give developers the time they need to make the necessary changes" to apps and advertising models, the company said in a statement.

Apple's postponement disappointed those trying to combat the digital surveillance that's inherent in online tracking, said Craig Danuloff, CEO of The Privacy Co., which recently introduced its own [privacy](#) app to help protect iPhone users from prying eyes.

"One can only see this delay as harming millions of users who do not at all understand the level of tracking that's going on," Danuloff said.

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