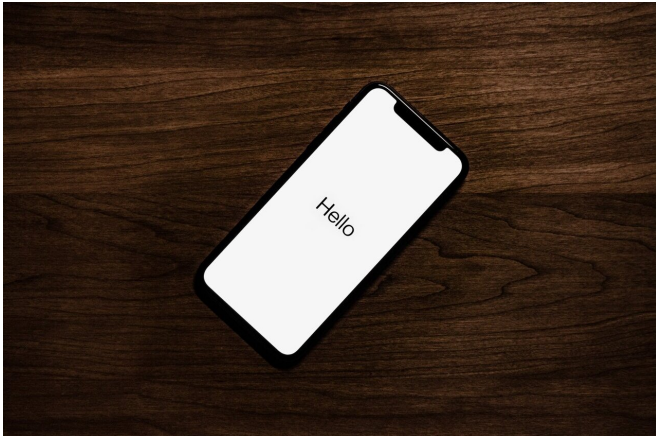


Facebook vs. Apple: Mark Zuckerberg says company will be in 'good position' after iOS changes

19 March 2021, by Brett Molina, Usa Today



outside of our platforms."

Zuckerberg said his focus is on the impact to [small businesses](#), and how the update will make it "challenging for them to navigate."

Facebook and Apple have been at odds over a feature called "App Tracking Transparency" coming soon to iOS devices. The feature gives more control over how their data is used in situations such as personalized ads.

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Facebook CEO Mark Zuckerberg says the social network will be in a "good position" following a significant update to the operating system that powers Apple's iPhones.

Zuckerberg made the remarks during an interview on the app Clubhouse, which also featured Spotify CEO Daniel Ek and Shopify CEO Tobi Lütke.

When asked about the iOS 14.5 update which include more transparency involving [user data](#), Zuckerberg said he feels confident Facebook can adjust.

"We'll be in a good position," he said.

Zuckerberg continues: "I think it's possible that we may even be in a stronger position if Apple's changes encourage more businesses to conduct commerce on our platforms, by making it harder for them to basically use their data in order to find the customers that would want to use their products

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