

Privacy Patriots



March 23, 2016

Tim Cook
c/o Community & Media Relations
Apple, Inc.
1 Infinite Loop
Cupertino, CA 95014

Dear Tim Cook,

We want to thank you for your recent brave stance against the FBI to protect the integrity of encryption software. In a post-Snowden world, the stakes for civil liberties, digital privacy rights and maintenance of a free society have risen to a critical level. In today's climate of fear, you arguably took a very unpopular position, not only because it was the right thing to do for your customers, but also for our society. We applaud you for that.

At Privacy Patriots, we're seeking to gather enthusiasts of digital technology and digital privacy to begin a stronger defense of their interests. Groups like EFF and Fight for the Future have done a yeoman's job raising awareness and providing legal support to this point. But they have followed what we might refer to as 'ACLU' style strategies, and we don't feel this is sufficient in today's political climate. Inexplicably, the devices terrorists use to communicate are somehow under more scrutiny than the devices they actually used to murder people!

We're at a point where we will need more substantial tactics to protect our interests. In the smartphone era, encryption is now something that will affect almost everyone. Our priorities are twofold: 1) Promote IJW¹ software applications that lower the barrier to entry for more people to use end-to-end encryption, and 2) Build strong coalitions between software developers and their users to protect digital privacy rights.

Your recent feature offerings in iOS have been a game-changer for priority #1. Your recent letter to your customers regarding the legal battle with the FBI was a significant first step to fulfill #2.

We are urging you to take the next step. Please would you reach out to your customers even further? *We want to suggest that you use your Apple Stores as a venue for a direct discussion with the public. Would*

¹ IJW - "It Just Works"

you offer up timeslots in your workshops on some given date to invite people for some kind of in-person education on this issue?

There has been precedent for success when manufacturers bonded directly with their customers for the sake of political movement. We think offering these educational 'workshops' would be a great first step in forming that bond. We'd also be interested in any other way you might be willing to provide material support to those of us looking to be active for this cause.

We're eager to hear your thoughts. We can be reached by email at outreach@privacypatriots.org.

Thank you so much for your consideration,

Privacy Patriots