

As part of Data Privacy Day celebrations, Apple launched 'Today at Apple Session'

In celebration of Data Privacy Day, on 28 January. Apple is coming up with a new set of educational resources designed to help users take control of their data.

As threats to the privacy and security of personal data are on the rise, a new Today at Apple session will educate people on how they can safeguard their data. And to drive awareness about the importance of data privacy, Apple has partnered with Apple TV+ Ted Lasso star Nick Mohammed in "A Day in the Life of an Average Person's Data."

A short film to understand iPhone privacy features by Apple:

These education efforts build on Apple's long track record as a privacy leader, with new innovations that give people more insight into how their data is used and more tools to protect it from fraud and hackers.

As a company that believes privacy is a fundamental human right, Apple has designed new features like App Tracking Transparency and Privacy Nutrition Labels, which put you in the driver's seat when it comes to your data.

Protecting Users' Privacy with Today at Apple

Starting on Saturday, January 28, a new Today at Apple session, "Taking Charge of Your Privacy on iPhone," will explore features including Mail Privacy Protection, Safety

Checks, Location Services, passkeys etc. In this session, users will learn how they can customize each segment based on their individual privacy preferences.

Today Apple provides free creative sessions to help its users to get the most out of their Apple products. This new 30-minute session will be available at all Apple Store locations across the world, and customers can now also sign up for Group Bookings and schedule a session for their group, organization, or class at the nearby Apple store.

Regardless of experience level, anyone can sign up for Today at Apple sessions at their local Apple Store by registering at apple.co/skills-privacy.

“We created Today at Apple to spark creativity and enable our customers to get the most out of their Apple products and features,” said Tracey Hannelly, Apple’s senior director of Retail Engagement and Marketing. “We’re thrilled to offer this new Today at Apple session to help our customers learn more about our industry-leading privacy features as we celebrate Data Privacy Day.”

Apple believes that every user should have clear insights into how their data is used and tools to decide when to share their data and who to share it with.

The whimsical short film “A Day in the Life of an Average Person’s Data” invites users to follow Apple TV+ Ted Lasso star Nick Mohammed through his average day, explaining how bad actors misuse data and how Apple works to keep his personal information safe.

“At Apple, we’re focused on designing devices, features, and services that keep users in control of their personal data,” said Erik Neuenschwander, Apple’s director of User Privacy.

“Over the years we’ve integrated powerful privacy controls into our operating systems. This film and our new Today at

Apple sessions will show users how they can take advantage of some of the features we offer, and understand how privacy is at the centre of everything we do.”

This commitment to transparency and control and to privacy-protecting innovations across its technology gives Apple users more choices and more control over their personal information. On Data Privacy Day and every day, teams across Apple are pushing this work forward.

Learn more about Apple’s privacy features by visiting apple.com/privacy.

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