



Regulators allege Apple App Store rules violate EU tech regulations

Description

European Union regulators have **accused** tech giant Apple of violating new tech regulations by restricting customers on its App Store from being directed to alternative options. The European Commission announced on Monday that it has opened a new investigation into Apple's **contractual** terms with developers.

The probe, conducted under the Digital Markets Act (DMA), aims to regulate the power of Big Tech companies like Apple, Alphabet, and Meta. One key area of focus in the investigation is Apple's **anti-steering** rules, which prohibit businesses from informing users about cheaper alternatives or subscriptions outside of the App Store.

Preliminary findings from regulators suggest that Apple's rules prevent app developers from freely communicating with consumers about alternative channels for offers and content, thereby violating the DMA. While Apple allows developers to provide links to external webpages for purchases, the process is restricted by Apple in a way that hinders developers from effectively communicating with users.

Furthermore, regulators noted that the fees Apple charges developers for **acquiring** new customers through the App Store exceed what is deemed necessary under the DMA.

Apple has not yet commented on the accusations. This development underscores the ongoing efforts by **regulatory** bodies to ensure fair competition and consumer choice in the digital marketplace. Stay tuned for further updates on this story.

Vocabulary List

1. **Accused** /??kju?zd/ (verb): To charge someone with a wrongdoing.
2. **Contractual** /k?n?trækt?u?l/ (adjective): Relating to a contract or agreement.
3. **Anti-steering** /?ænti?st??r??/ (adjective): Referring to policies that prevent guiding customers to alternative choices.
4. **Preliminary** /pr??l?m?n?ri/ (adjective): Serving as a preparation for something more important.
5. **Acquiring** /??kwa??r??/ (verb): To gain possession or control of something.
6. **Regulatory** /?r??j?l?t?ri/ (adjective): Relating to rules or regulations.

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4. **Preliminary** /prɪˈlɪmɪnəri/ (adjective): Serving as a preparation for something more important.
5. **Acquiring** /əˈkwaɪərɪŋ/ (verb): To gain possession or control of something.
6. **Regulatory** /ˈrɛɡjələtəri/ (adjective): Relating to rules or regulations.

Comprehension Questions

Multiple Choice

1. What is one of the key areas of focus in the investigation into Apple by European Union regulators?
Option: Enhancing App Store security
Option: Regulating data privacy policies
Option: Enforcing anti-steering rules
Option: Promoting in-app purchases
2. Which term best describes Apple's rules that prevent app developers from freely communicating with consumers about alternative channels for offers and content?
Option: Conducive
Option: Restrictive
Option: Innovative
Option: Collaborative
3. What is the primary aim of the Digital Markets Act (DMA) according to the text?
Option: Encourage exclusive deals between tech giants
Option: Protect small businesses from competition
Option: Regulate Big Tech companies like Apple
Option: Promote monopolistic practices
4. According to regulators what do Apple's fees for acquiring new customers through the App Store do?
Option: Meet DMA requirements
Option: Exceed deemed necessity under DMA
Option: Are reduced for small developers
Option: Are not relevant to the investigation
5. What is one key area of concern raised by regulators regarding Apple's conduct with developers?
Option: Inadequate data encryption practices
Option: Failure to provide customer support
Option: Restrictions on communicating alternatives



Option: Lack of software updates

6. How does the text describe Apple's policies that hinder developers from effectively communicating with users about alternative options?

Option: Supportive

Option: Transparent

Option: Restrictive

Option: Collaborative

Answer

Multiple Choice: 1. Enforcing anti-steering rules 2. Restrictive 3. Regulate Big Tech companies like Apple 4. Exceed deemed necessity under DMA 5. Restrictions on communicating alternatives

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. Who are individuals that expose secretive information within an organization?

Option: Employees

Option: Investors

Option: Government officials

Option: Competitors

2. What term refers to the maximum amount that a company can produce given its resources?

Option: Sales volume

Option: Market share

Option: Profit margin

Option: Production capacity

3. What is a sudden increase in the number of cases of a disease above what is normally expected in a population?

Option: Outbreak

Option: Endemic

Option: Pandemic

Option: Epidemic

4. What are official rules and laws that control how things are done or what is acceptable in a particular country or activity?

Option: Standards



- Option: Principles
- Option: Regulations
- Option: Guidelines

5. What term describes a prolonged public dispute or debate often involving differing views?

- Option: Agreement
- Option: Consensus
- Option: Resolution
- Option: Controversy

6. What is the formal approval or permission to do something?

- Option: Restriction
- Option: Denial
- Option: License
- Option: Authorization

7. What is an option or choice that can be taken instead of something else?

- Option: Imposition
- Option: Consequence
- Option: Alternative
- Option: Compromise

8. Who is a person officially charged with a crime in a court of law?

- Option: Defendant
- Option: Witness
- Option: Judge
- Option: Accused

9. What is the quality of being thankful and showing appreciation?

- Option: Complacency
- Option: Indifference
- Option: Entitlement
- Option: Gratitude

10. What is the act of officially giving someone the power to do something?

- Option: Empowerment
- Option: Deprivation
- Option: Disempowerment
- Option: Authorization

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)



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11. The company experienced a _____ increase in profits last quarter.
12. It is essential to _____ tasks based on their importance and urgency.
13. Optimizing the _____ of resources is crucial for efficiency.
14. The authorities reported two _____ in the accident.
15. We need to consider an _____ solution to this recurring problem.
16. The team presented their _____ findings at the conference.
17. The artist's work is often considered _____ and innovative.
18. The renowned scientist's _____ have continued his legacy in research.
19. Rising _____ can have a significant impact on consumer purchasing power.
20. The media coverage was filled with _____ statements against the political figure.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)



21. The agreement between the two parties was based on specific terms and conditions.
22. Providing a supportive environment that encourages innovative thinking and original ideas.
23. A tragic and unexplained phenomenon primarily affecting infants during sleep.
24. Taking corrective actions to fix errors or resolve issues in a systematic manner.
25. Generating discussions and theories about possible outcomes or scenarios.
26. An analysis of the anticipated financial conditions and trends in a specific region or globally.
27. Placing special importance on a particular aspect or idea to bring attention to it.
28. Spread throughout or infused into every part of a system or organization.
29. A company that is controlled by another larger company known as the parent company.
30. Close and critical examination or observation of something.

Answer

Multiple Choice: 1. Employees 2. Production capacity 3. Epidemic 4. Regulations 5. Controversy 6. Authorization 7. Alternative 8. Accused 9. Gratitude 10. Authorization

Gap-Fill: 11. substantial 12. prioritize 13. utilization 14. fatalities 15. alternative 16. preliminary 17. avant-garde 18. progeny 19. inflation 20. accusing

Matching sentence: 1. Contractual 2. Fostering creativity 3. Sudden infant death syndrome 4. Rectifying 5. Sparking speculation 6. Economic outlook 7. Emphasizing 8. Permeated 9. Subsidiary 10. Scrutiny

CATEGORY

1. Business - LEVEL6

Date Created

2024/06/24

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