Qustodio joins global effort pushing Apple to open up and play fair

15 digital safety and wellbeing leading companies create public proposal to make it safer, easier and fairer to develop apps on the Apple App Store.

May 31, 2019, San Jose, California–Today, in preparation for the Apple Worldwide Developers Conference (WWDC), and in light of Apple's recent purge of 11 of the 17 existing parental control apps from the App store, Qustodio has come together with major players in the parental control sector to call for a Public Screen Time API on a new website screentimeapi.com. The group's proposal for a public Screen Time API would make it much easier for Apple and developers to continue to keep

children's data safe and would create a level playing field on the App Store, leading to greater innovation and consumer choice.

"We are joining a global network of developers of parental control apps, some of which have been killed by Apple, to ask Apple to open up parts of iOS and play fair," said Eduardo Cruz, Qustodio CEO. "Openness is what's best for the industry and we welcome competition because it leads to innovation and choice for consumers, and most importantly, to the best products to help keep kids safe and healthy online."

There's no question that when Apple released its own Screen Time functionality in September 2018 it changed its behavior toward existing parental control apps in the App Store that were already providing the same kind of technology. Apple eliminated the majority of the parental control apps in its store and stopped many of the remaining apps from making improvements citing security issues related to unapproved uses of MDM, Mobile Device Management, technology. Ironically, Apple's purging actions have left parents with far fewer safe options to protect their children in digital environments and less able to fight digital addiction than before.

What's the solution?

Instead of killing apps that have long protected children's data and that provided value and choice to parents. A growing number of developers, including Qustodio, Kidslox, Screentime, OurPact, Freedom, Boomerang, Activate Fitness, Mobicip, MMguardian, Unglue, Family Orbit, Netsanity, Safe Lagoon, Keepers, and Parentsaround are asking Apple to give developers access to a public Screen Time API. By doing this, Apple can ensure all parental control apps in the App Store are adhering to their standards and everyone can compete fairly.

A public Screen Time API is a win-win for everyone

- Parents have more choice and get to be in charge of how they want to protect their children online, not just within the iOS universe, but on other devices too.
- Kids get a higher level of protection and privacy online with the Screen Time API which limits access to specific screen time data.
- Apple ensures the products in the App Store are meeting any standards required by the App Store.
- Developers get the flexibility they need to continue innovating without fear or confusion.
- The return to natural competition continues to fuel improvements to apps in the ecosystem making iOS and the App Store a source of innovation.

About Qustodio

Qustodio is the leading platform for digital safety and wellbeing for families. Designed to help families protect their children in an increasingly digital world, detect cyber threats and prevent screen time addiction, the app is available for Windows, Mac OS, Android, iOS, and Kindle, and provides a seamless experience across multiple devices in 8 languages. Qustodio is headquartered in Barcelona, Spain, has over 80 employees and 2 million users worldwide. For more information, visit https://www.qustodio.com

Contact

Qustodio press@qustodio.com

Screen Time API group info@screentimeapi.com