Find My network

U1

Water and dust resistant
IP67

Built-in speaker

Precision   Finding

Alan's Keys

4 ft ahead

Personalization

Air Tags

Group 6 - Keith, Linh, Ria, Ethan, Tony, Mark

NFC tap for
Lost Mode

Laser-etched polished stainless steel

Accelerometer

Bluetooth LE

Easy setup

Over a year of
battery life

Siri support

User-replaceable battery

Unwanted tracking alerts

CB

MOM

What is an AirTag?

- Tiny plastic-and-metal disks, each slightly bigger than a quarter
- Apple built them to attach to or slip inside all kinds of items, to keep track of that item
- Designed to discourage unwanted tracking
  - If someone else's AirTag finds its way into your stuff, your iPhone will notice it's traveling with you and send you an alert.
  - After a while, if you still haven't found it, the AirTag will start playing a sound to let you know it's there.
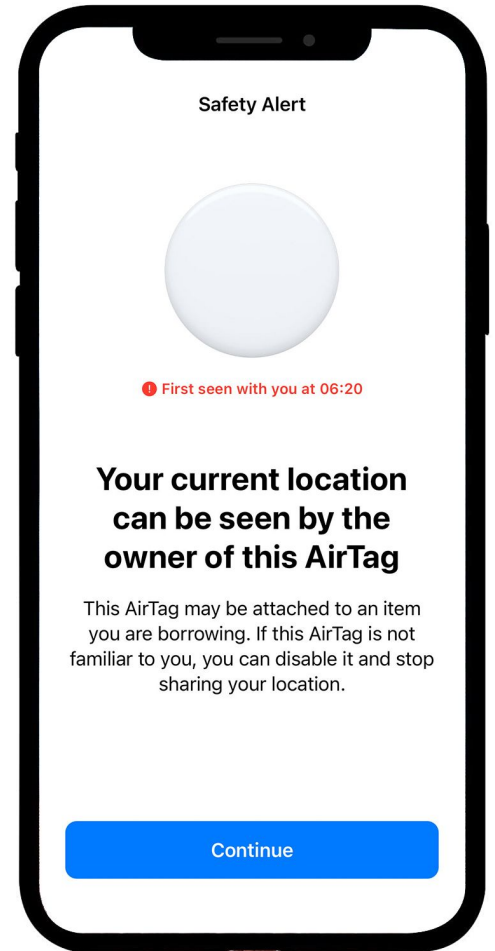
How does it work?

- AirTags send out a secure Bluetooth signal that can be detected by nearby devices in the "Find My" network.
- These devices send the location of your AirTag to iCloud — then you can go to the Find My app and see it on a map.
- The whole process is anonymous and encrypted to protect your privacy. And it's efficient, so there's no need to worry about battery life or data usage.
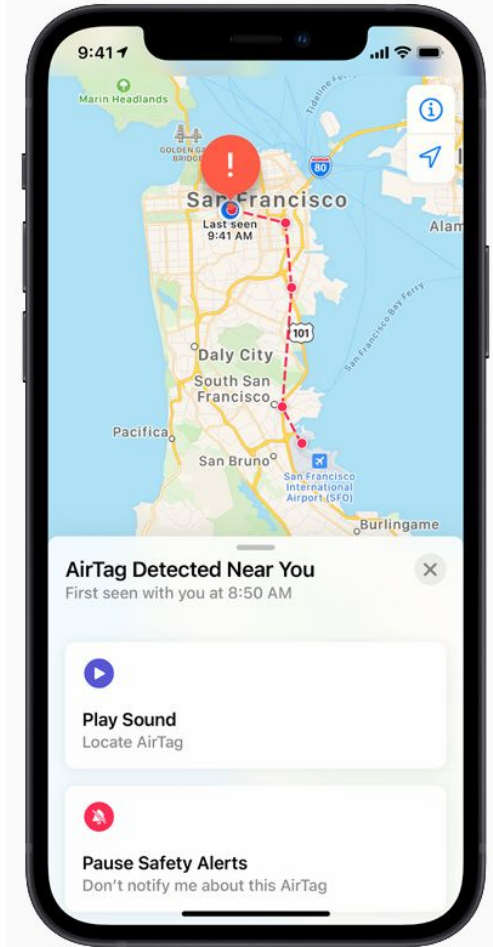
Medium for Criminality

- "A perfect tool for stalking"
- It is known that stalkers and criminals use Air Tags for tracking people, packages, vehicles, and other commodities
- In many cases, people have been notified of unpaired AirTags in their vicinity for an extended period of time
- AirTags have been dropped in people's purses at shopping malls or attached to their cars in parking lots and they'd only find out hours, or even days after, when the auto-notification goes off

Safety Alert

⊘ First seen with you at 06:20

Your current location can be seen by the owner of this AirTag

This AirTag may be attached to an item you are borrowing. If this AirTag is not familiar to you, you can disable it and stop sharing your location.
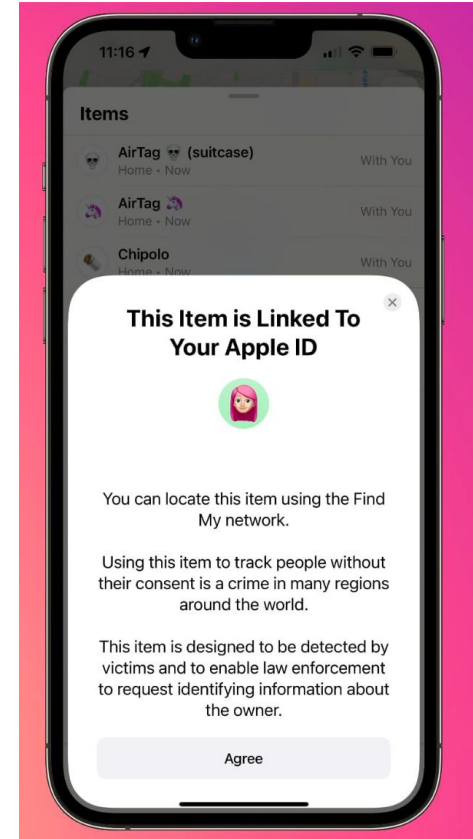
Continue

Ethical Concerns

- Air Tags can track location and time of location, revealing a more widespread problem of <u>tech-enabled tracking</u>
- They emit a digital signal that can be detected by devices running Apple's mobile operating system. Those devices then report where an AirTag has last been seen.
- The data can be accessed if someone has a means of intercepting bluetooth signals
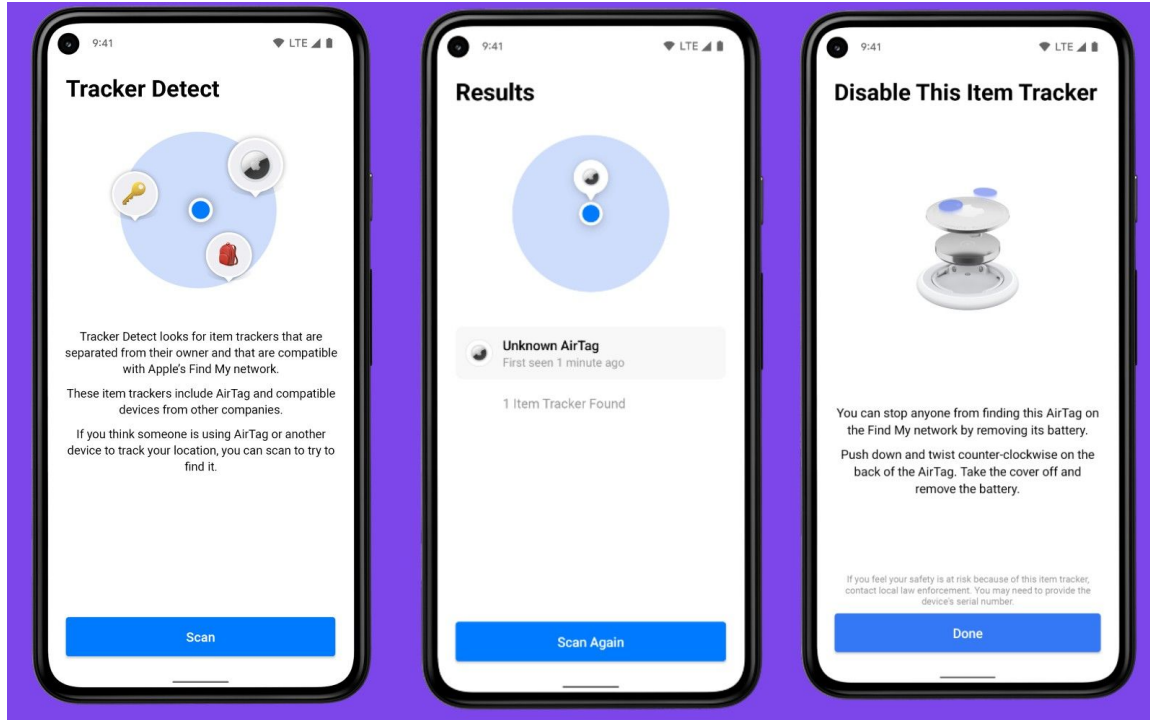- Apple also has complete access to this data

Software Solutions

- AirTags have features that deter bad actors from using an AirTag for malicious purposes
- a safety alert notification is sent to users if an unknown AirTag is seen moving with them over time
- iOS users can disable the AirTag and stop sharing their location to ensure their added safety
- the AirTag will also play a sound if it is no longer with its original owner which is useful for non-iOS users
  - Apple recently reduced the time for an AirTag to begin playing a sound from 3 days to 1 day
- if your safety is at risk, contact your local law enforcement who can then work with Apple to find out more about the AirTag's stored data

Android Users

- AirTag detection originally for iOS users who could could detect AirTags when present
- Apple released Tracker Detect for Android in Dec 2021, 8 months after the release of AirTags

Next Steps & Future Implementations

Precision Finding

The feature will provide the distance and direction to an unknown AirTag when it is in range, making it easier to locate (iPhone 11, 12, 13)

Improved display alerts with sound

When an AirTag separated from its owner plays a sound to alert those nearby, it will also display an alert on an iPhone, iPad, or iPod touch

Updated unwanted tracking alerts

Notify users earlier that an unknown AirTag or Find My network accessory may be traveling with them

Louder AirTag sound

Apple is going to adjust the tone sequence to use more of the loudest tones to make AirTags louder and easier to find

Pros & Cons

Pros

- Makes life more convenient for the user by saving time looking for misplaced objects
- Is a nice asset to have if user owns 1 or more apple products
- Good way to ensure your expensive products don't get lost/stolen.

Cons

- Can be used to track people/objects for short periods of time, despite all of the solutions.
- Severe, inherent ethical concerns

Discussion Question:

Do the malicious uses of AirTags outweigh their overall benefits?

Sources:

https://www.verifythis.com/article/news/verify/technology-verify/airtags-strangers-unknown-can-track-location-even-if-not-your-own/536-11082147-7387-46e2-81c4-8327f839d735

https://www.bbc.com/news/technology-60004257

https://www.nbcnews.com/news/apple-airtag-showing-up-crimes-rcna9416

https://www.washingtonpost.com/technology/2021/12/21/how-to-find-airtags-android-app/

https://www.washingtonpost.com/technology/2021/05/05/apple-airtags-stalking/

https://www.macrumors.com/2022/02/22/ios-15-4-beta-4-airtags-anti-stalking/

https://support.apple.com/en-us/HT212227

https://www.macrumors.com/2022/02/10/airtag-updates-unwanted-tracking/