



February 19, 2010

The Honorable Richard J. Durbin
Chairman
Subcommittee on Human Rights and the Law
United States Senate
Washington, DC 20510

Dear Chairman Durbin:

Thank you for your letter of January 29th following up on our correspondence last summer regarding how we address human rights issues in markets where we conduct business around the world. In keeping with Apple's letter of August 27th, 2009, let me again assure you that our company is committed to ensuring the highest standards of social responsibility wherever our products are made and sold, including in China.

Your letter asks if our business practices will change in light of reports of cyber attacks against U.S. government sites as well as U.S. companies including Google, which has suggested that it may change the way it runs its search engine in China. While Apple was not targeted by these attacks, we continue to be vigilant in protecting our internally housed data using Apple's industry-leading hardware and the robust security features of Mac OS X "Snow Leopard" Server software, which is constantly monitored by our global security team. With respect to questions concerning the filtering of customer searches in China, Apple is not in the search business and does not provide web services in China or host social networking sites there. Furthermore, Apple is neither a network operator nor an ISP, and has not been asked by the Chinese government for any customer information, or to filter customer inquiries and/or searches.

After two years in the device approval process, we began selling the iPhone in China in October 2009. We also began offering our Chinese customers direct access to the App Store, which sells more than 140,000 apps worldwide for use on the iPhone and iPod Touch. These applications – which are software products created and owned by independent developers who deliver them directly to customers' devices through the App Store – give Chinese consumers access to information, tools, educational materials, entertainment and games. The App Store is the largest of its kind in the world and has been a huge success not only in delighting customers, but also in providing local software developers and entrepreneurs an opportunity to write apps specifically for a particular country and/or region. We believe that the potential for the App Store in terms of its breadth of content and global reach is very significant, and we hope that its success will open more doors for equally transformative technologies in the future.

Apple appreciates your efforts to encourage companies to establish policies and procedures to address the potential for human rights violations, such as the principles established by networking companies in the Global Network Initiative (GNI). We see the GNI's voluntary objectives and principles as serving well certain networking segments of the technology

industry. Although Apple is not a networking company, we attended GNI's open house, and will continue to monitor the GNI's progress while remaining active in other industry efforts that more directly address the nature of our business. For example, we participate actively in the Electronic Industry Citizenship Coalition (EICC), a group of companies in the electronics industry that are working together to improve social responsibility in the global supply chain. Apple's Supplier Code of Conduct, which we described in detail in our August 27th letter, is modeled on and contains language from the EICC Code of Conduct, as well as from internationally recognized human rights conventions. In 2009, we significantly enhanced the scope of our supplier responsibility program, which we described in our August letter. Details of the expanded program will be in Apple's 2010 Progress Report on Supplier Responsibility, available soon at <http://www.apple.com/supplierresponsibility/>

In summary, Apple is proud to have established our own comprehensive and principled approach to human rights issues which we apply everywhere we conduct business around the world. We believe that there are many ways for companies to reach the goals of protecting individual freedom of expression and human rights and we believe our customers and employees are well served by the rigorous programs we have established within Apple.

Sincerely,

A handwritten signature in black ink, appearing to read "Bruce Sewell", followed by a horizontal line extending to the right.

Bruce Sewell
Senior Vice President & General Counsel
Apple Inc.