

Chat Participants: Eric (FEAR) Friedman [REDACTED], Herve Sibert [REDACTED]
Chat Start Date: 02/14/20, 14:20:42 PM GMT
Chat End Date: 02/14/20, 15:45:41 PM GMT
Service(s): iMessage



February 14, 2020

Eric (FEAR) Friedman

Good morning

Sent: 02/14/20, 14:20:42 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Errr evening

Sent: 02/14/20, 14:21:00 PM GMT
Service: iMessage

Herve Sibert

Hi

Sent: 02/14/20, 14:34:45 PM GMT
Service: iMessage

Eric (FEAR) Friedman

I'm in the office early today and jammed up at our scheduled 1:1. Any chance you are able to meet between now and 7:30 (end)?



PX-0276.1
APL-APPSTORE_09884189

Herve Sibert

I can do in 5 mn but I'm in a shop
buying a lock

Sent: 02/14/20, 15:03:56 PM GMT
Service: iMessage

Herve Sibert

The home lock is broken and we're
leaving tomorrow morning

Sent: 02/14/20, 15:04:40 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Oh jeez

Sent: 02/14/20, 15:04:46 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Where to?

Sent: 02/14/20, 15:04:53 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Is there a French equivalent of the
expression "The cobbler's children
have no shoes?" (Security guy with a
security problem at home)

Sent: 02/14/20, 15:06:07 PM GMT
Service: iMessage

Eric (FEAR) Friedman

(Cobbler == shoe maker)

Sent: 02/14/20, 15:06:22 PM GMT
Service: iMessage

Herve Sibert

Yes

Sent: 02/14/20, 15:06:56 PM GMT
Service: iMessage

Herve Sibert

That's what I was wondering

Sent: 02/14/20, 15:07:07 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Found a common source: The oldest version of a proverb with a similar meaning (i.e. one doesn't always benefit from the product of their trade) is to be found in the Bible, Luke 4:23

Sent: 02/14/20, 15:08:21 PM GMT

Herve Sibert

Les cordonniers sont les plus mal chaussés

Sent: 02/14/20, 15:08:27 PM GMT

Service: iMessage

Eric (FEAR) Friedman

Et voilà

Sent: 02/14/20, 15:08:36 PM GMT

Service: iMessage

Eric (FEAR) Friedman

So we can text rather than phone

Sent: 02/14/20, 15:08:54 PM GMT

Service: iMessage

Herve Sibert

Nothing special on my side anyway, you'll see the demo

Sent: 02/14/20, 15:09:19 PM GMT

Service: iMessage

Eric (FEAR) Friedman

Main things for me: was in Vancouver last week. Eric T seemed pretty relaxed. David B seemed pretty confident.

Sent: 02/14/20, 15:09:22 PM GMT

Herve Sibert

We're seeing the end of the tunnel

Sent: 02/14/20, 15:09:29 PM GMT

Service: iMessage

Eric (FEAR) Friedman

So that's you providing great leadership

Sent: 02/14/20, 15:09:36 PM GMT

Service: iMessage

Herve Sibert

Of course it will all end in a rush

Sent: 02/14/20, 15:09:40 PM GMT

Service: iMessage

Eric (FEAR) Friedman

That's how you know it's happening!
lol

Sent: 02/14/20, 15:09:50 PM GMT

Service: iMessage

Herve Sibert

But we now that

Sent: 02/14/20, 15:09:57 PM GMT

Service: iMessage

Herve Sibert

I started reading Eric's code
yesterday (well, during the night)

Sent: 02/14/20, 15:10:20 PM GMT

Service: iMessage

Herve Sibert

It's really clean

Sent: 02/14/20, 15:10:24 PM GMT
Service: iMessage

Herve Sibert

Reads like a book

Sent: 02/14/20, 15:10:30 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Second thing -- I asked Fabio if he had time to look over a proposal from Screentime folks to address side-loading that bypasses parental controls.

Sent: 02/14/20, 15:10:30 PM GMT
Service: iMessage

Eric (FEAR) Friedman

But to check with your first as to priority/availability

Sent: 02/14/20, 15:10:42 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Loved "It's really clean"

Sent: 02/14/20, 15:10:48 PM GMT
Service: iMessage

So, ultimately your call as to when. Katherine is well informed too

Sent: 02/14/20, 15:11:02 PM GMT
Service: iMessage

Herve Sibert

Ok - actually he has looked at this from a DimSum perspective

Sent: 02/14/20, 15:11:11 PM GMT
Service: iMessage

Eric (FEAR) Friedman

He mentioned

Sent: 02/14/20, 15:11:20 PM GMT
Service: iMessage

Herve Sibert

Because as download is not controlled for DimSum, controls are not applied

Sent: 02/14/20, 15:11:29 PM GMT
Service: iMessage

Herve Sibert

So yes he can definitely do that

Sent: 02/14/20, 15:11:53 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Neumann said there was some possibility of returning a token with DoB embedded.

Sent: 02/14/20, 15:11:58 PM GMT
Service: iMessage

Herve Sibert

As it's fresh

Sent: 02/14/20, 15:12:03 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Liked "So yes he can definitely do that "

Sent: 02/14/20, 15:12:05 PM GMT
Service: iMessage

Herve Sibert

Ok

Sent: 02/14/20, 15:12:09 PM GMT
Service: iMessage

Eric (FEAR) Friedman

great

Sent: 02/14/20, 15:12:10 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Next was that we should be sure to give him/Izzy the opportunity to present their Katana design to Mike at next opportunity

Sent: 02/14/20, 15:12:39 PM GMT
Service: iMessage

Eric (FEAR) Friedman

I'm getting tired of Ronny's "we're in discussions" updates. Real work is happening!

Sent: 02/14/20, 15:12:57 PM GMT
Service: iMessage

Herve Sibert

Well yes, actually if time allows waiting until end of March I'd like to be here

Sent: 02/14/20, 15:13:55 PM GMT
Service: iMessage

Herve Sibert

Next time I think we can do an extensive App Attestation demo

Sent: 02/14/20, 15:14:14 PM GMT
Service: iMessage

Eric (FEAR) Friedman

We'll plan around that. Important for you to get FaceTime as well

Sent: 02/14/20, 15:14:16 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Great

Sent: 02/14/20, 15:14:22 PM GMT
Service: iMessage

Eric (FEAR) Friedman

I'm presenting our trust & safety pitch at 8 this morning, to Eddy

Sent: 02/14/20, 15:14:49 PM GMT
Service: iMessage

Herve Sibert



Sent: 02/14/20, 15:14:57 PM GMT
Service: iMessage

Eric (FEAR) Friedman

I think it will be very clarifying

Sent: 02/14/20, 15:15:01 PM GMT
Service: iMessage

Herve Sibert

You mean, the deck explaining what's needed for success

Sent: 02/14/20, 15:15:16 PM GMT
Service: iMessage

Eric (FEAR) Friedman

yes

Sent: 02/14/20, 15:15:25 PM GMT
Service: iMessage

Herve Sibert

Great

Sent: 02/14/20, 15:15:40 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Since you last saw it I added this

Sent: 02/14/20, 15:15:46 PM GMT
Service: iMessage

Eric (FEAR) Friedman

**More examples of under-resourced challenges
(and organizationally scattered work)**

Property	Feature	Issue	Active threat?
Maps	Apple Traffic incidents	Fake traffic jams (as a service)	Anticipated
Siri Knowledge	User visible data	Fake news	Yes, media reports
Ad Platforms	Infrastructure	Crushing load	Yes
Shazam	Charts	Fake Shazams	Yes
App Store	Reviews	Child predator grooming reports	Yes, media reports
App Store	Apps post-review	"Chameleons" abusing guidelines	Yes - regulators on our case
Platform	App social features, iMessage	Child predator grooming	Yes

<<Attachment file name: Messages Image(2839319412).jpeg >>

Sent: 02/14/20, 15:15:48 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Half of those have surfaced in the last two weeks!

Sent: 02/14/20, 15:16:40 PM GMT
Service: iMessage

Herve Sibert

And privacy's not making fighting fraud easier

PX-0276.11

Eric (FEAR) Friedman

Right, which gets me to my answer
for “why don’t we just put this under
privacy or security?”

Sent: 02/14/20, 15:17:35 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Answer in two parts:

Sent: 02/14/20, 15:17:42 PM GMT
Service: iMessage

Eric (FEAR) Friedman

1) we work from different
primitives. It’s possible for a fully
private, fully secure system to
nonetheless be used for
untrustworthy and unsafe purposes.

Sent: 02/14/20, 15:18:11 PM GMT
Service: iMessage

Eric (FEAR) Friedman

The attacks are different and so are
the countermeasures, with associated
differences in expertise.

Sent: 02/14/20, 15:18:33 PM GMT

Herve Sibert

Yes, it takes a slightly different mindset

Sent: 02/14/20, 15:19:05 PM GMT

Service: iMessage

Herve Sibert

Also pretty close to cryptanalysis

Sent: 02/14/20, 15:19:13 PM GMT

Service: iMessage

Herve Sibert

Take a scheme that looks secure and find issues with the design

Sent: 02/14/20, 15:19:36 PM GMT

Service: iMessage

Herve Sibert

Although

Sent: 02/14/20, 15:19:41 PM GMT

Service: iMessage

Herve Sibert

Not also

Sent: 02/14/20, 15:19:44 PM GMT

Service: iMessage

2) We have a check-and-balance problem. Everyone has been conditioned to maximize privacy and security. In the extreme, folks are proposing fully anonymized user generated content publication. We need to be able to have a healthy debate about this on an even footing

Sent: 02/14/20, 15:19:56 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Liked "Take a scheme that looks secure and find issues with the design"

Sent: 02/14/20, 15:20:10 PM GMT
Service: iMessage

Herve Sibert

Yes

Sent: 02/14/20, 15:20:31 PM GMT
Service: iMessage

Herve Sibert

There's a high risk of re-creating solos

Sent: 02/14/20, 15:21:04 PM GMT
Service: iMessage

Herve Sibert

silos

Sent: 02/14/20, 15:21:04 PM GMT
Service: iMessage

Eric (FEAR) Friedman

We're committed to doing the work so that we can maximize for all three: features AND safety AND privacy. But it requires a real commitment to get there

Sent: 02/14/20, 15:21:13 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Right, that's a corollary to #1, which is that the other teams can largely solve in isolation. Privacy maps person doesn't HAVE to talk to the AMP maps person about most things.

Sent: 02/14/20, 15:21:52 PM GMT
Service: iMessage

Herve Sibert

And sometimes trade offs coming from discussions

Sent: 02/14/20, 15:21:53 PM GMT
Service: iMessage

Herve Sibert

And clear requirements

Sent: 02/14/20, 15:21:58 PM GMT
Service: iMessage

Herve Sibert

Not just « it has to be anonymous »

Sent: 02/14/20, 15:22:07 PM GMT
Service: iMessage

Eric (FEAR) Friedman

We're dealing with ecosystem-wide threats and unanticipated consequences of local decisions. See: developer/content provider

Sent: 02/14/20, 15:22:17 PM GMT
Service: iMessage

Herve Sibert

le related risks properly evaluated

Sent: 02/14/20, 15:22:19 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Exactly

Sent: 02/14/20, 15:22:26 PM GMT
Service: iMessage

Eric (FEAR) Friedman

And then there's the competitive story. We could be crushing it vis-à-vis competitors

Sent: 02/14/20, 15:22:51 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Jeremy pointed out an interesting contrast.

Sent: 02/14/20, 15:23:01 PM GMT
Service: iMessage

Eric (FEAR) Friedman

The spotlight at Facebook etc is all on trust and safety (fake accounts, etc). In privacy, they suck.

Sent: 02/14/20, 15:23:30 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Our priorities are the inverse.

Sent: 02/14/20, 15:23:36 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Which is why we are the greatest platform for distributing child porn, etc.

Sent: 02/14/20, 15:23:49 PM GMT
Service: iMessage

Herve Sibert

Really? I mean, is there a lot of this in our ecosystem? I thought there were even more opportunities for bad actors on other file sharing systems

Sent: 02/14/20, 15:25:02 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Yes

Sent: 02/14/20, 15:25:16 PM GMT
Service: iMessage

Eric (FEAR) Friedman

But -- and here's the key -- we have chosen to not know in enough places where we really cannot say.

Sent: 02/14/20, 15:25:36 PM GMT
Service: iMessage

Eric (FEAR) Friedman

The NYTimes published a bar graph showing how companies are doing in this area. We are on it, but I think it's an underreport.

Sent: 02/14/20, 15:26:39 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Also, we KNOW that developers on our platform are running social media integrations that are inherently unsafe. We can do things in our ecosystem to help with that. For example "ask to chat" is a feature we could require developers to adopt and use for U13 accounts.

Sent: 02/14/20, 15:27:39 PM GMT

Herve Sibert

There are also lots of rapidly changing trends in public focus

Sent: 02/14/20, 15:27:40 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Let the parents make a decision

Sent: 02/14/20, 15:27:48 PM GMT
Service: iMessage

Herve Sibert

Yes

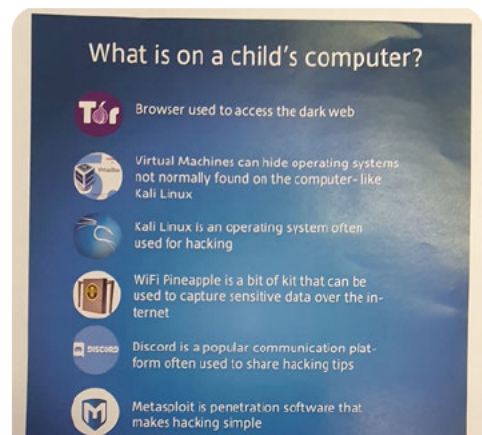
Sent: 02/14/20, 15:27:48 PM GMT
Service: iMessage

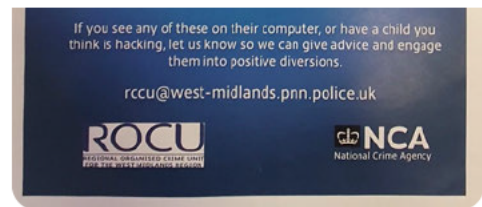
Eric (FEAR) Friedman

We could introduce a fine distinction between malware and software that is behaviorally fraught, guiding parents to have a conversation with kids about their choices.

Sent: 02/14/20, 15:28:25 PM GMT
Service: iMessage

Eric (FEAR) Friedman





<<Attachment file name: Image 2-14-20 at 6.55 AM.jpeg >>

Sent: 02/14/20, 15:28:33 PM GMT

Service: iMessage

Eric (FEAR) Friedman

This is not actionable for 99.99% of parents

Sent: 02/14/20, 15:28:53 PM GMT

Service: iMessage

Herve Sibert

Yes...

Sent: 02/14/20, 15:30:03 PM GMT

Service: iMessage

Eric (FEAR) Friedman

And given that parents are legally liable for their children's actions in many places, I consider this kind of alerting across a Family link to be within the bounds of Privacy goals.

Sent: 02/14/20, 15:30:07 PM GMT

Service: iMessage

Eric (FEAR) Friedman

Anyway ... how is Izzy doing?

Sent: 02/14/20, 15:30:33 PM GMT

Service: iMessage

Herve Sibert

Kids are definitely outgrowing parents

Sent: 02/14/20, 15:30:38 PM GMT

Eric (FEAR) Friedman

Emphasized “Kids are definitely
outgrowing parents”

Sent: 02/14/20, 15:30:46 PM GMT
Service: iMessage

Eric (FEAR) Friedman

(Well put)

Sent: 02/14/20, 15:30:48 PM GMT
Service: iMessage

Herve Sibert

Izzy is fine, we’ve been discussing
Katana a lot

Sent: 02/14/20, 15:30:50 PM GMT
Service: iMessage

Eric (FEAR) Friedman

great

Sent: 02/14/20, 15:30:56 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Oh... one other thing

Sent: 02/14/20, 15:31:01 PM GMT
Service: iMessage

Herve Sibert

She’s bringing sunshine to the team
as well

Sent: 02/14/20, 15:31:12 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Jeremy and I were talking about a potential innovation challenge for your joint teams

Sent: 02/14/20, 15:31:16 PM GMT
Service: iMessage

Herve Sibert

She's the optimistic one

Sent: 02/14/20, 15:31:18 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Loved "She's bringing sunshine to the team as well"

Sent: 02/14/20, 15:31:21 PM GMT
Service: iMessage

Eric (FEAR) Friedman

She is a gem

Sent: 02/14/20, 15:31:26 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Suppose we wanted to get rid of NuData. What can we invent for equivalent benefit?

Sent: 02/14/20, 15:31:43 PM GMT

Service: iMessage

Eric (FEAR) Friedman

Or better benefit

Sent: 02/14/20, 15:31:47 PM GMT

Service: iMessage

Eric (FEAR) Friedman

Just got an email from my Rabbi -- he
(and every other rabbi in the country)
have been targeted by impersonators.

Sent: 02/14/20, 15:32:32 PM GMT

Service: iMessage

Eric (FEAR) Friedman

I am the latest victim of an email phishing/hacking scam, whereby someone personating my email address, with a subject line shalom aleichem, asks you to contact them right away and then asks you to buy gift cards for the needy, take a picture of the number, and send it to them.

It is a complete scam and it has happened to nearly every rabbi in the country. They actually got me quite late in the game.

<<Attachment file name: Messages Image(3111726918).jpeg >>

Sent: 02/14/20, 15:32:47 PM GMT

Service: iMessage

Herve Sibert

We definitely can invent something
that gives a score that will be at least
as reliable as anything NuData is
doing

Sent: 02/14/20, 15:32:52 PM GMT

Service: iMessage

PX-0276.23

APL-APPSTORE_09884211

Eric (FEAR) Friedman

Cool -- suggest you appoint someone to lead it from your end and that Jeremy do the same. One imagines Izzy+Bolor being a powerhouse combination.

Sent: 02/14/20, 15:33:59 PM GMT
Service: iMessage

Eric (FEAR) Friedman

But the one doing that imagining has no idea what those powerhouses other commitments might be. 😊

Sent: 02/14/20, 15:34:17 PM GMT
Service: iMessage

Herve Sibert

Laughed at "But the one doing that imagining has no idea what those powerhouses other commitments might be. 😊"

Sent: 02/14/20, 15:34:56 PM GMT
Service: iMessage

Herve Sibert

Yes we all have our plates quite full, including Izzy, I'll ask her anyway, I think Fabio would love it as well

Sent: 02/14/20, 15:35:55 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Cool

Sent: 02/14/20, 15:37:03 PM GMT

Service: iMessage

Eric (FEAR) Friedman

How is the hiring going?

Sent: 02/14/20, 15:37:07 PM GMT

Service: iMessage

Herve Sibert

Nothing yet, I asked Eric yesterday again if he had any leads

Sent: 02/14/20, 15:37:41 PM GMT

Service: iMessage

Herve Sibert

I might try internally but that would be Cupertino

Sent: 02/14/20, 15:37:54 PM GMT

Service: iMessage

Herve Sibert

Or Paris 🤔

Sent: 02/14/20, 15:38:03 PM GMT

Service: iMessage

Eric (FEAR) Friedman

Be prepare to flex in that direction

Sent: 02/14/20, 15:38:06 PM GMT

Service: iMessage

Eric (FEAR) Friedman

Either one

Sent: 02/14/20, 15:38:09 PM GMT

Service: iMessage

Eric (FEAR) Friedman

Vancouver has had low yield for us

Sent: 02/14/20, 15:38:17 PM GMT
Service: iMessage

Eric (FEAR) Friedman

I advise a broad net geographically

Sent: 02/14/20, 15:38:27 PM GMT
Service: iMessage

Eric (FEAR) Friedman

If Paris you'll have to over index on
extroversion so communication is
strong

Sent: 02/14/20, 15:38:45 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Having the person with you creates
more opportunity for mentoring
someone who is less "shovel ready"
than Fabio was.

Sent: 02/14/20, 15:39:41 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Though the others can certainly do
that on your behalf

Sent: 02/14/20, 15:39:53 PM GMT

Service: iMessage

Eric (FEAR) Friedman

As with Izzy

Sent: 02/14/20, 15:39:57 PM GMT

Service: iMessage

Herve Sibert

Yes, it's not as easy as other folks on FairPlay who are a self contained team

Sent: 02/14/20, 15:40:04 PM GMT

Service: iMessage

Eric (FEAR) Friedman

I'm going to start heading over to this meeting

Sent: 02/14/20, 15:40:07 PM GMT

Service: iMessage

Eric (FEAR) Friedman

exactly

Sent: 02/14/20, 15:40:11 PM GMT

Service: iMessage

Eric (FEAR) Friedman

Have a great weekend.

Sent: 02/14/20, 15:40:16 PM GMT

Service: iMessage

Eric (FEAR) Friedman

Where are you traveling to?

Sent: 02/14/20, 15:40:19 PM GMT

Service: iMessage

Herve Sibert

PX-0276.27

To the Alps

Sent: 02/14/20, 15:40:31 PM GMT
Service: iMessage

Herve Sibert

Skiing week

Sent: 02/14/20, 15:40:35 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Wonderful

Sent: 02/14/20, 15:42:33 PM GMT
Service: iMessage

Eric (FEAR) Friedman

Oh before I forget

Sent: 02/14/20, 15:42:39 PM GMT
Service: iMessage

Herve Sibert

Today it's winter holidays start for our zone (France is divided in 3 zones, each zone starts one week later than the previous, this year Paris started first, we're next)

Sent: 02/14/20, 15:42:42 PM GMT
Service: iMessage

Herve Sibert

Kids are happy

Sent: 02/14/20, 15:42:45 PM GMT
Service: iMessage

Eric (FEAR) Friedman

The attack on the rabbis

Herve Sibert

Yes

Sent: 02/14/20, 15:43:00 PM GMT
Service: iMessage

Eric (FEAR) Friedman

What's your guess as to how they know to whom the fishing messages should be sent

Sent: 02/14/20, 15:43:13 PM GMT
Service: iMessage

Eric (FEAR) Friedman

It seems to be targeted and it's sufficient skill that it wouldn't be account compromise alone.

Sent: 02/14/20, 15:43:30 PM GMT
Service: iMessage

Eric (FEAR) Friedman

I guess there might be weak controls on finding membership directory's? Also the rabbis all have one another in their email contacts because of national associations

Sent: 02/14/20, 15:44:07 PM GMT

Herve Sibert

Yes that's what I'd figure

Sent: 02/14/20, 15:44:18 PM GMT

Service: iMessage

Eric (FEAR) Friedman

So there might have been an infiltration

Sent: 02/14/20, 15:44:21 PM GMT

Service: iMessage

Herve Sibert

There must be directories where they all are

Sent: 02/14/20, 15:44:27 PM GMT

Service: iMessage

Eric (FEAR) Friedman

Yes, we have one and I'm sure it is not strongly protected

Sent: 02/14/20, 15:44:41 PM GMT

Service: iMessage

Herve Sibert

I wouldn't be surprised if such a resource was just publicly accessible from some website

Sent: 02/14/20, 15:44:48 PM GMT

Service: iMessage

Makes sense, thanks and have a great trip

Sent: 02/14/20, 15:45:04 PM GMT
Service: iMessage

Herve Sibert

Thank you!

Sent: 02/14/20, 15:45:16 PM GMT
Service: iMessage

Herve Sibert

By the way, Vancouver is closed Monday (Family Day) just so you know

Sent: 02/14/20, 15:45:41 PM GMT
Service: iMessage