Chat Participants: Eric (FEAR) Friedman

Sibert

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

, Herve

PLAINTIFF
U.S. District Court - NDCAL
4:20-cv-05640-YGR-TSH
Epic Games, Inc. v. Apple Inc.
Ex.No. PX-0276
Date Entered

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)?

Exhibit PX 0276

PX-0276.1 APL-APPSTORE\_09884189

Sent: 02/14/20, 14:36:59 PM GMT

Service: iMessage

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)

#### FREE TRIAL - https://OCRKit.com

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!

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 sideloading 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

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

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

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



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

Service: iMessage

Herve Sibert

#### Great

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

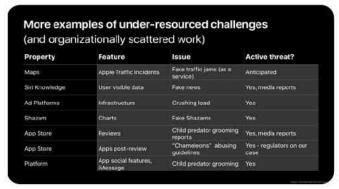
Service: iMessage

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



<<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

Sent: 02/14/20, 15:17:17 PM GMT

Service: iMessage

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

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

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

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 competitotrs

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

Service: iMessage

Eric (FEAR) Friedman

Jeremy pointed out an interesting contrast.

#### FREE TRIAL - https://OCRKit.com

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

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 undererport.

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



#### FREE TRIAL - https://OCRKit.com



<<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

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

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 alsoichem, 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

<<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

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

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

#### 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

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

#### eactly

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

#### 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

Sent: 02/14/20, 15:42:55 PM GMT

Service: iMessage

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

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