

Cove Apple Club

November 12, 2014

**FYI: OS X Yosemite's Spotlight tells Apple
EVERYTHING you're looking for**

It's on by default – didn't you read the small print?

By John Leyden, 20 Oct 2014

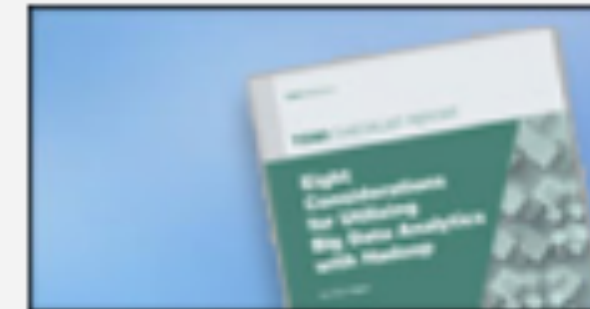


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Tonight's Topics

- Apple In The News
- Spotlight Searches and Your Privacy
- Use Contacts for Your Holiday Mailing Label Needs
- End-of-Year Special Events Updates



Analytics
How to use Big Data
analytics with Hadoop.

Read TD
report

Opening Remarks

Tim Cook Speaks Up

By Tim Cook | October 30, 2014



SEND TO **kindle**



Throughout my professional life, I've tried to maintain a basic level of privacy. I come from humble roots, and I don't seek to draw attention to myself. Apple is already one of the most closely watched companies in the world, and I like keeping the focus on our products and the incredible things our customers achieve with them.

At the same time, I believe deeply in the words of Dr. Martin Luther King, who said: "Life's most persistent and urgent question is, 'What are you doing for others?' " I often challenge myself with that question, and I've come to realize that my desire for personal privacy has been holding me back from doing something more important. That's what has led me to today.

For years, I've been open with many people about my sexual orientation. Plenty of colleagues at Apple know I'm gay, and it doesn't seem to make a difference in the way they treat me. Of course, I've had the good fortune to work at a company that loves creativity and innovation and knows it can only flourish when you embrace people's differences. Not everyone is so lucky.

While I have never denied my sexuality, I haven't publicly acknowledged it either, until now. So let me be clear: I'm proud to be gay, and I consider being gay among the greatest gifts God has given me.

Tim Cook Speaks Up

- First (and still the only) CEO of any Fortune 500 corporation to self-identify as gay
- Zero backlash; tons of accolades and support
- Another part of Apple's culture of inclusion, openness, diversity and tolerance
- Another "Apple first"
- Apple spends millions every year to make their products the most-accessible, most user-friendly, easiest-to-use

When I arrive in my office each morning, I'm greeted by framed photos of Dr. King and Robert F. Kennedy. I don't pretend that writing this puts me in their league. All it does is allow me to look at those pictures and know that I'm doing my part, however small, to help others. We pave the sunlit path toward justice together, brick by brick. This is my brick.

Apple's "Think Different" Campaign

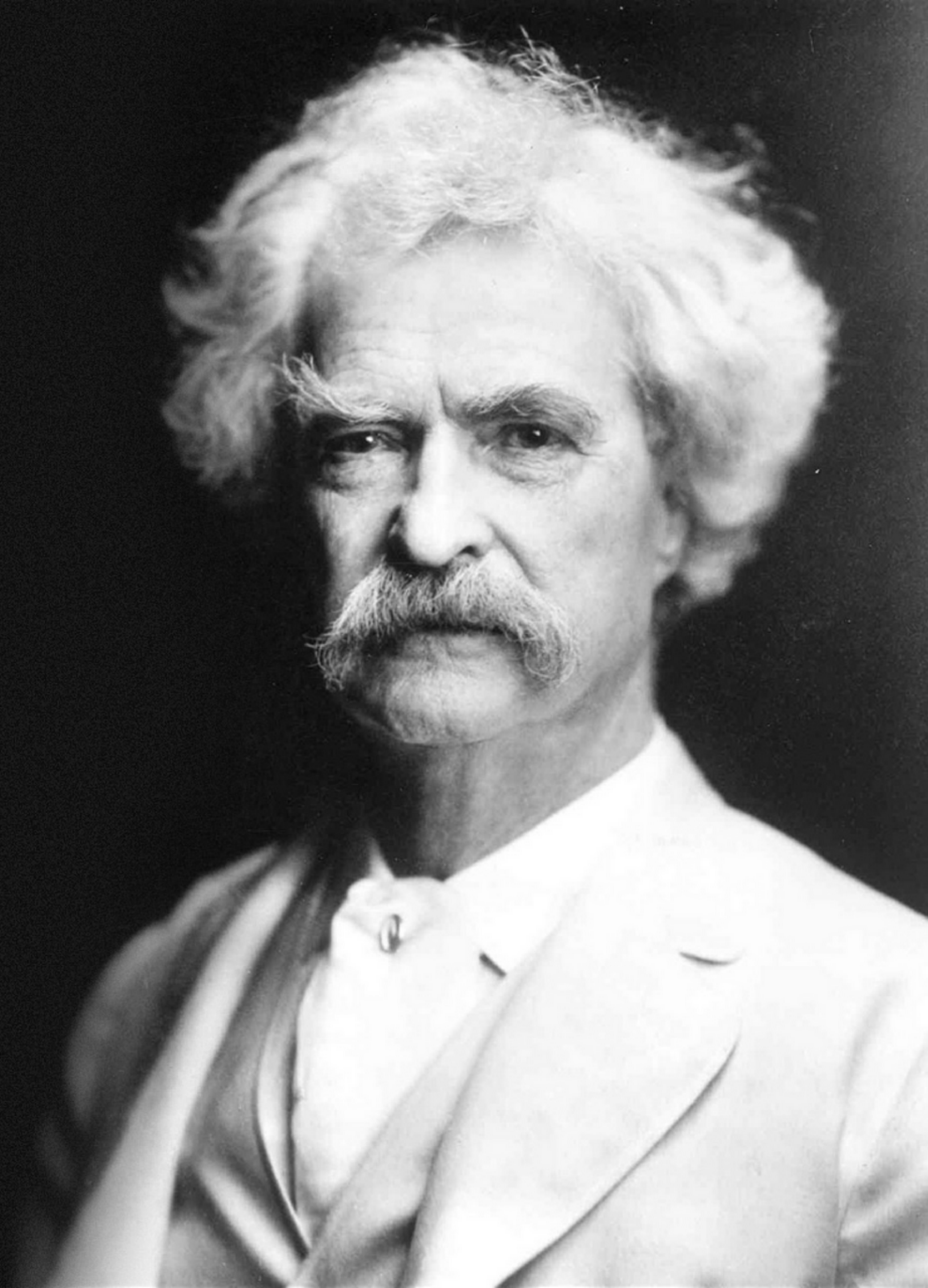
- One of the most successful ad campaigns in history
- Ran from 1997, after Jobs returned to Apple, until late 2002
- Jobs cut Apple's ad campaigns from 25 to one: "Think Different"
- Won dozens of worldwide advertising awards including the 1998 Emmy for best commercial from ATAS; named the "best print campaign of the decade" (1990's) by *AdAge Magazine*
- Apple sent sets of posters from the campaign to public schools across the nation to hang in classrooms

Apple's "Think Different" Campaign

- Ads showed no Apple products
- Featured iconic photos of over 40 modern visionaries including Einstein, Dylan, King, Twain, Lennon (with Yoko Ono), Fuller, Edison, Ali, Turner, Callas, Gandhi, Earhart, Mandela, Hendrix, Baez, Feynman, Hitchcock, Henson (with Kermit), and Picasso



Think different.





Think different.



Think different.



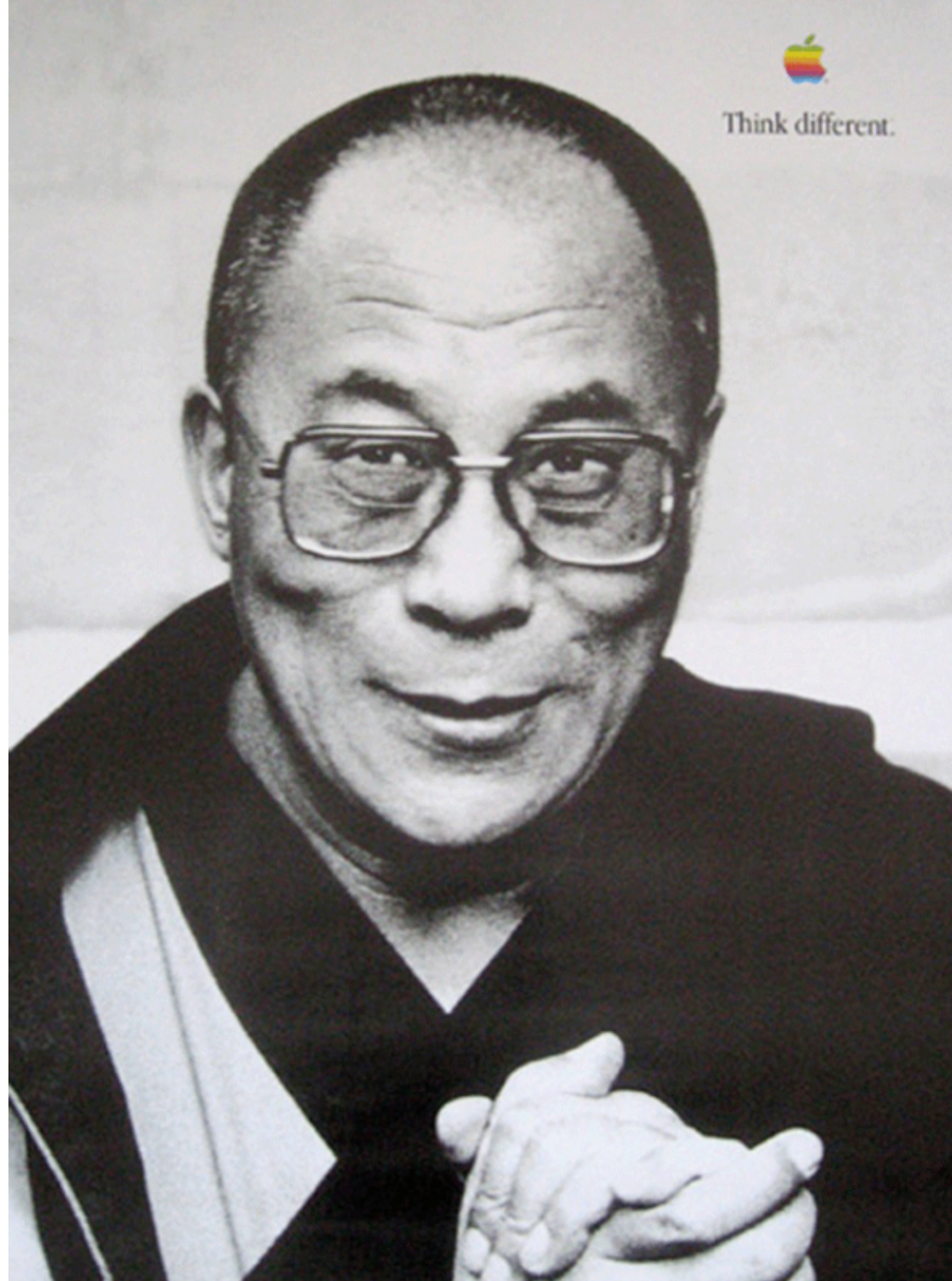


Think different.





Think different.



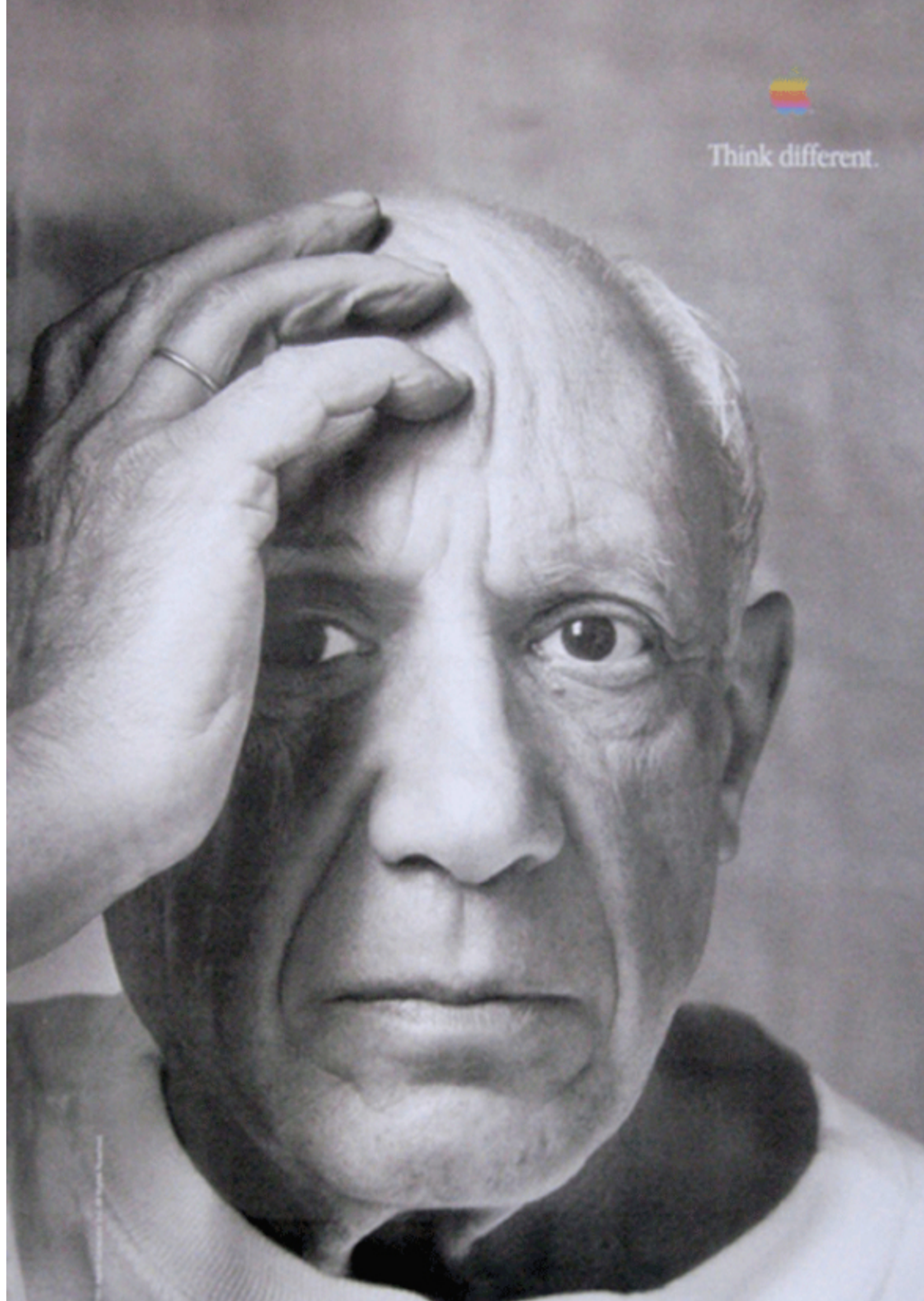


Think different.





Think different.





Think different.





Think different.

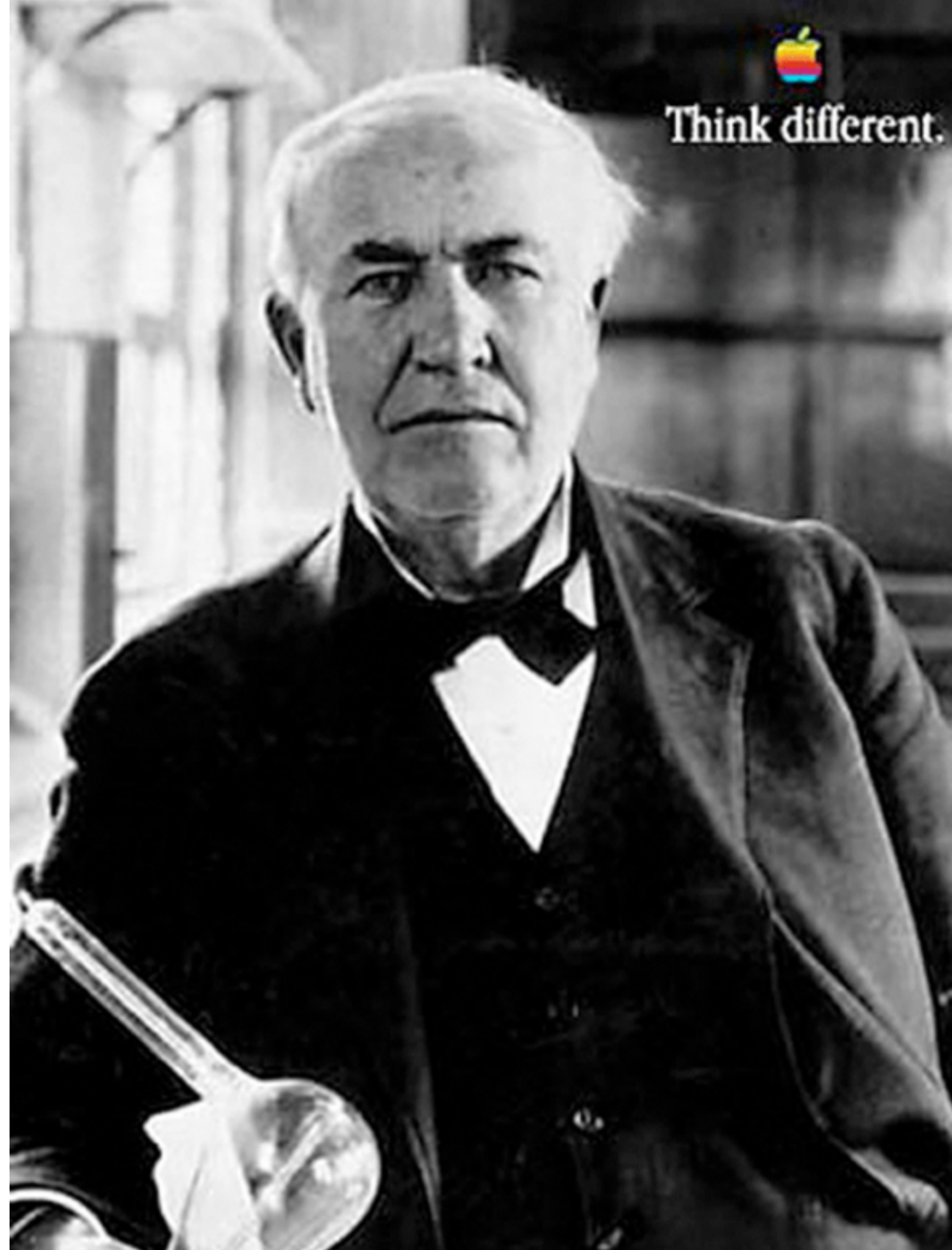


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Think different.





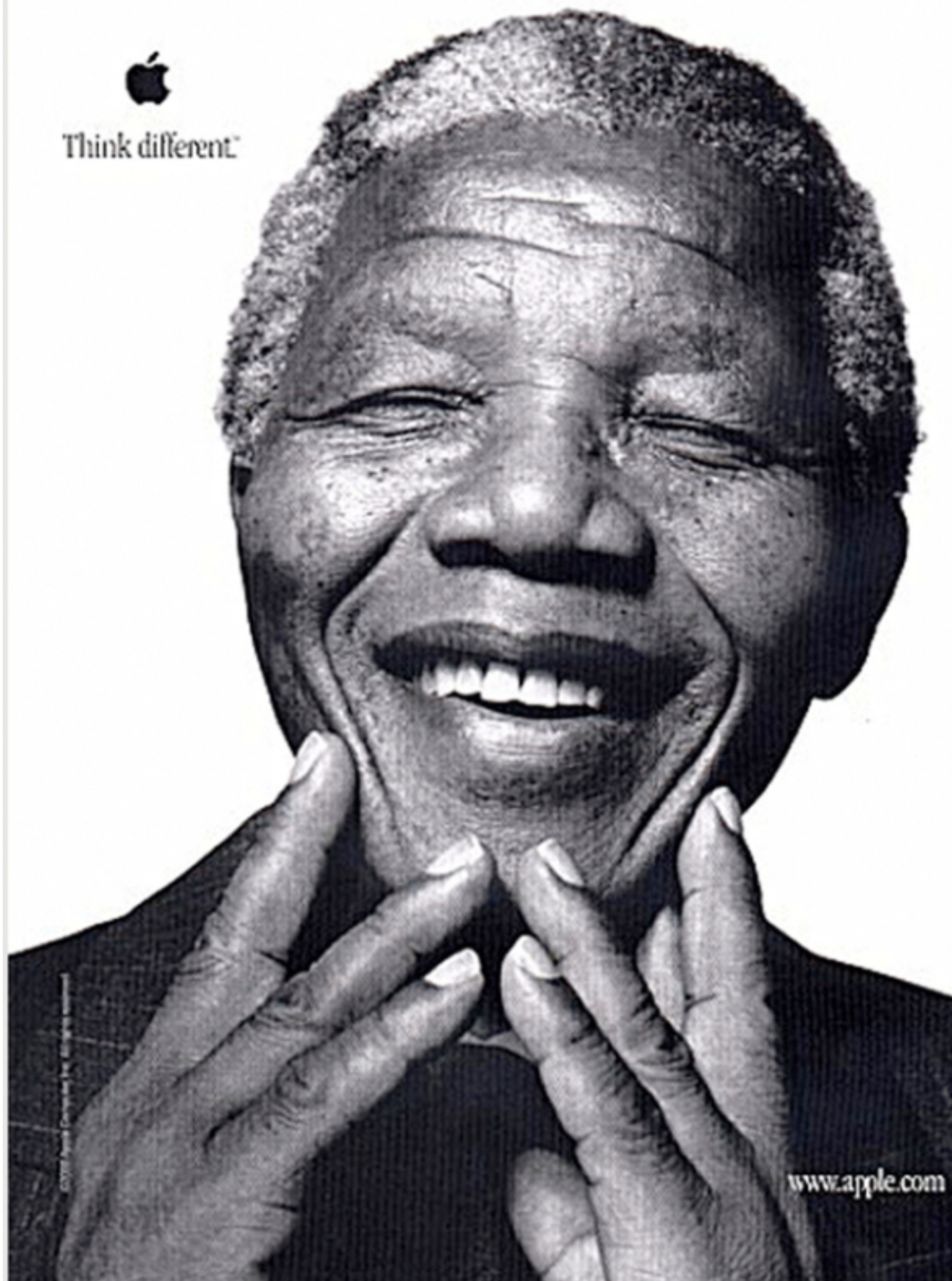


Think different.





Think different™

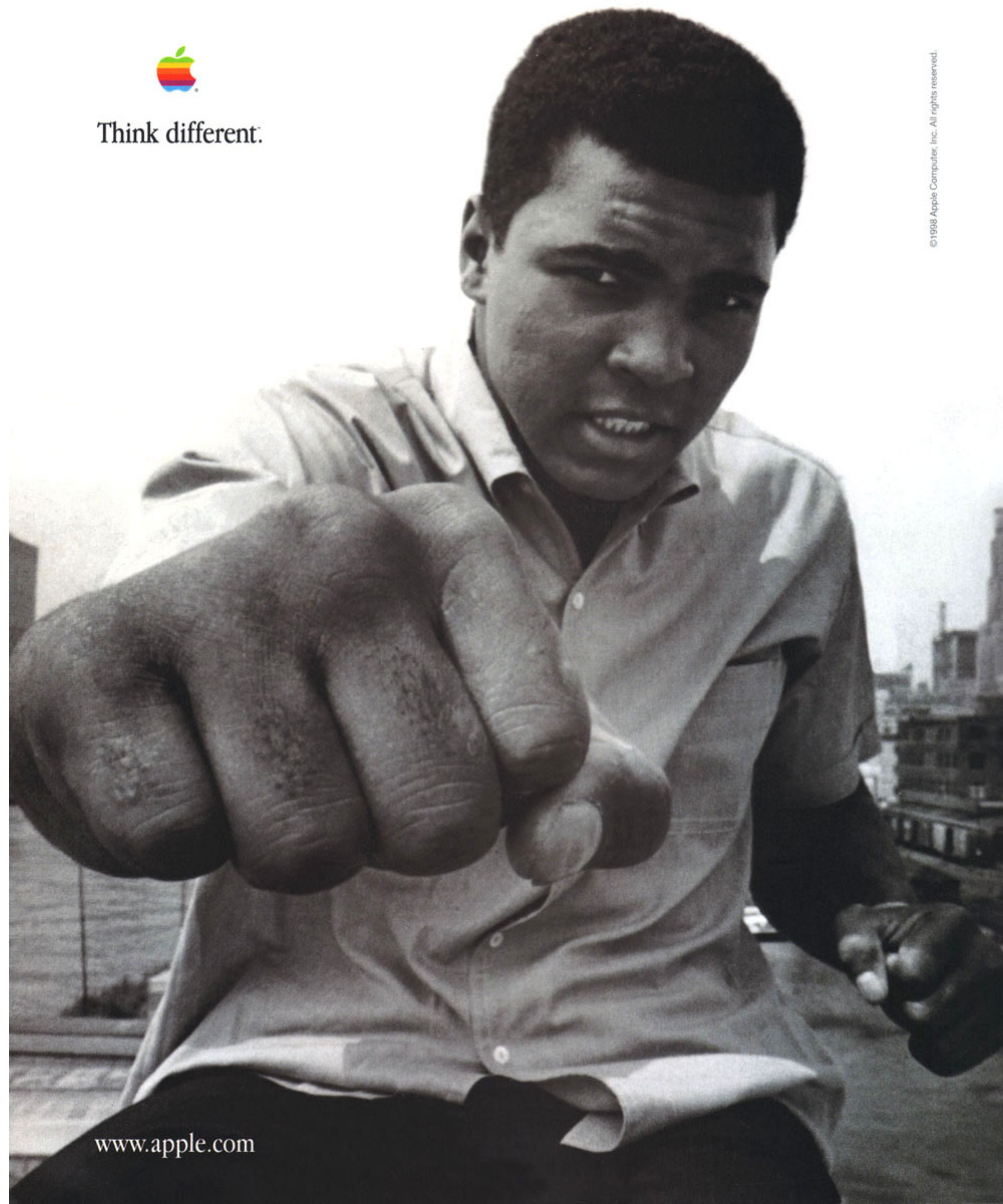


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www.apple.com

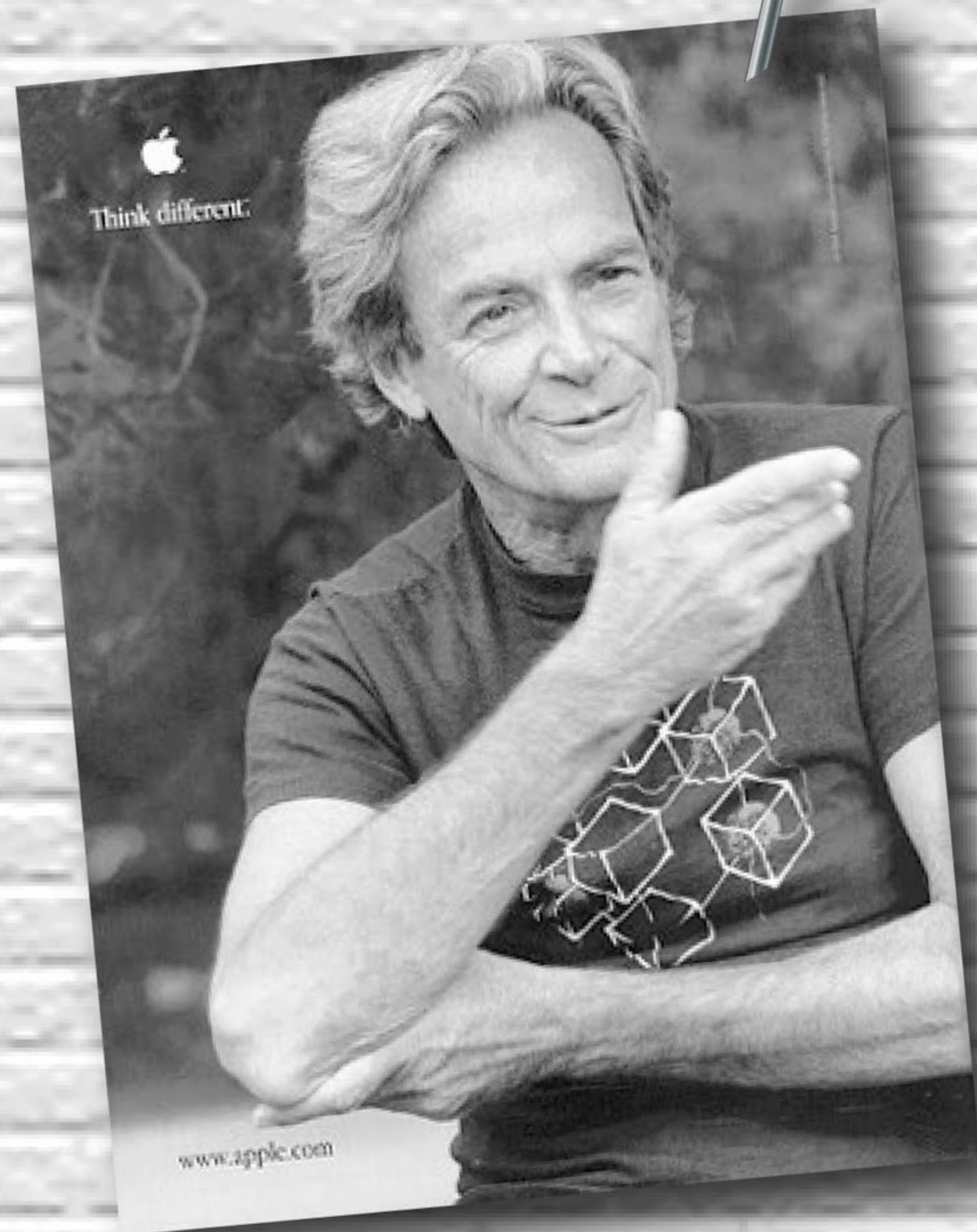
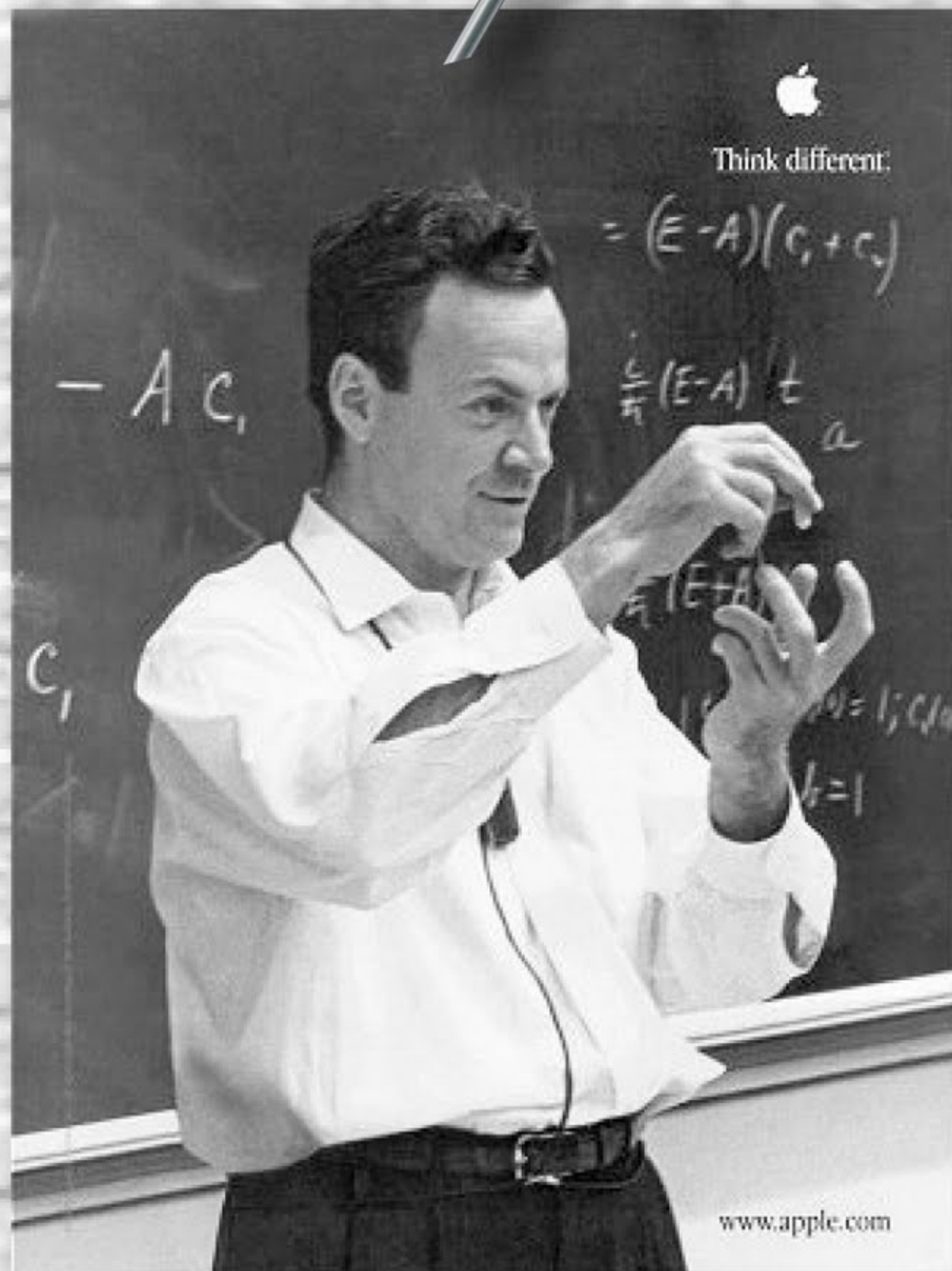


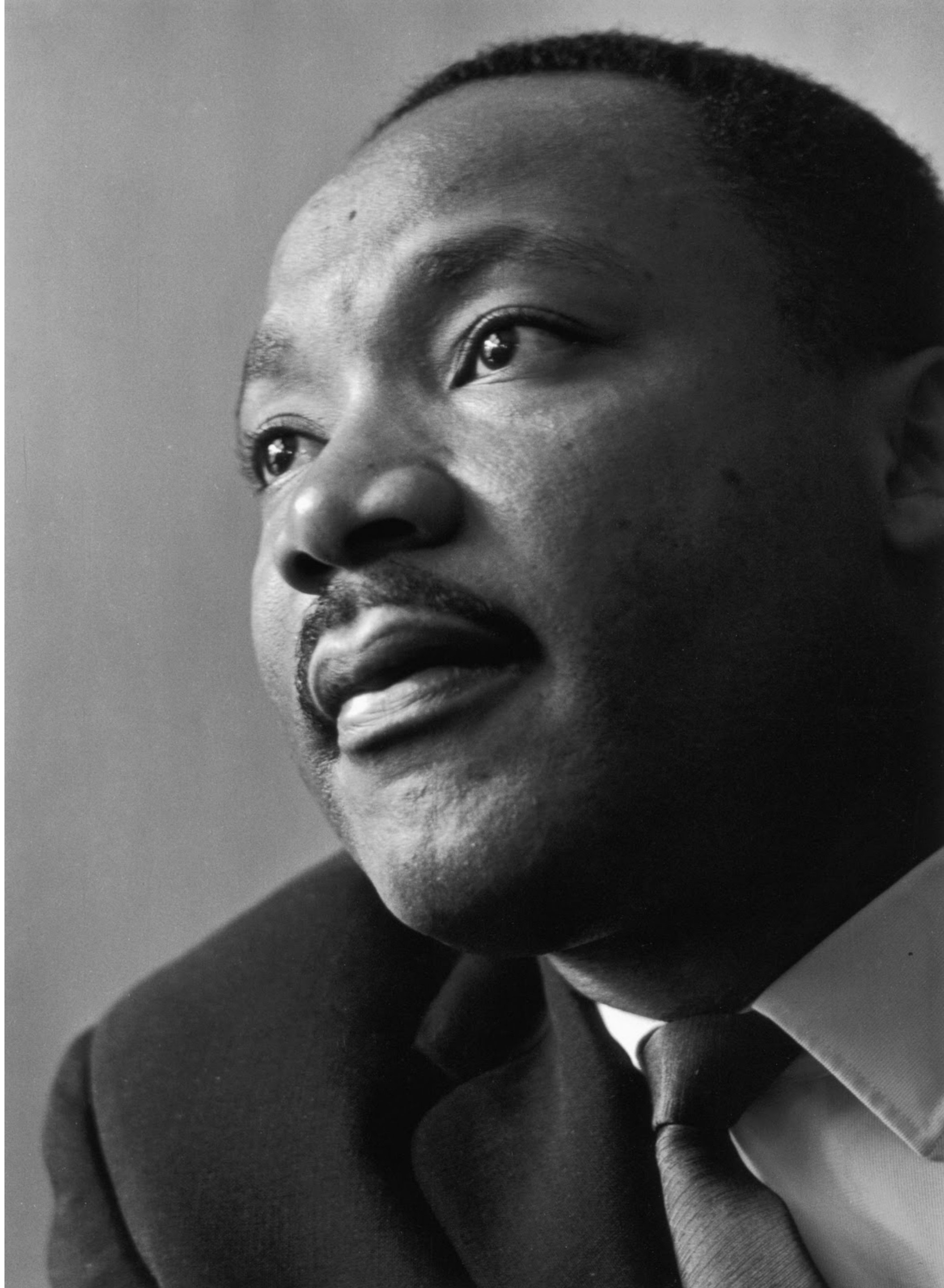
Think different.



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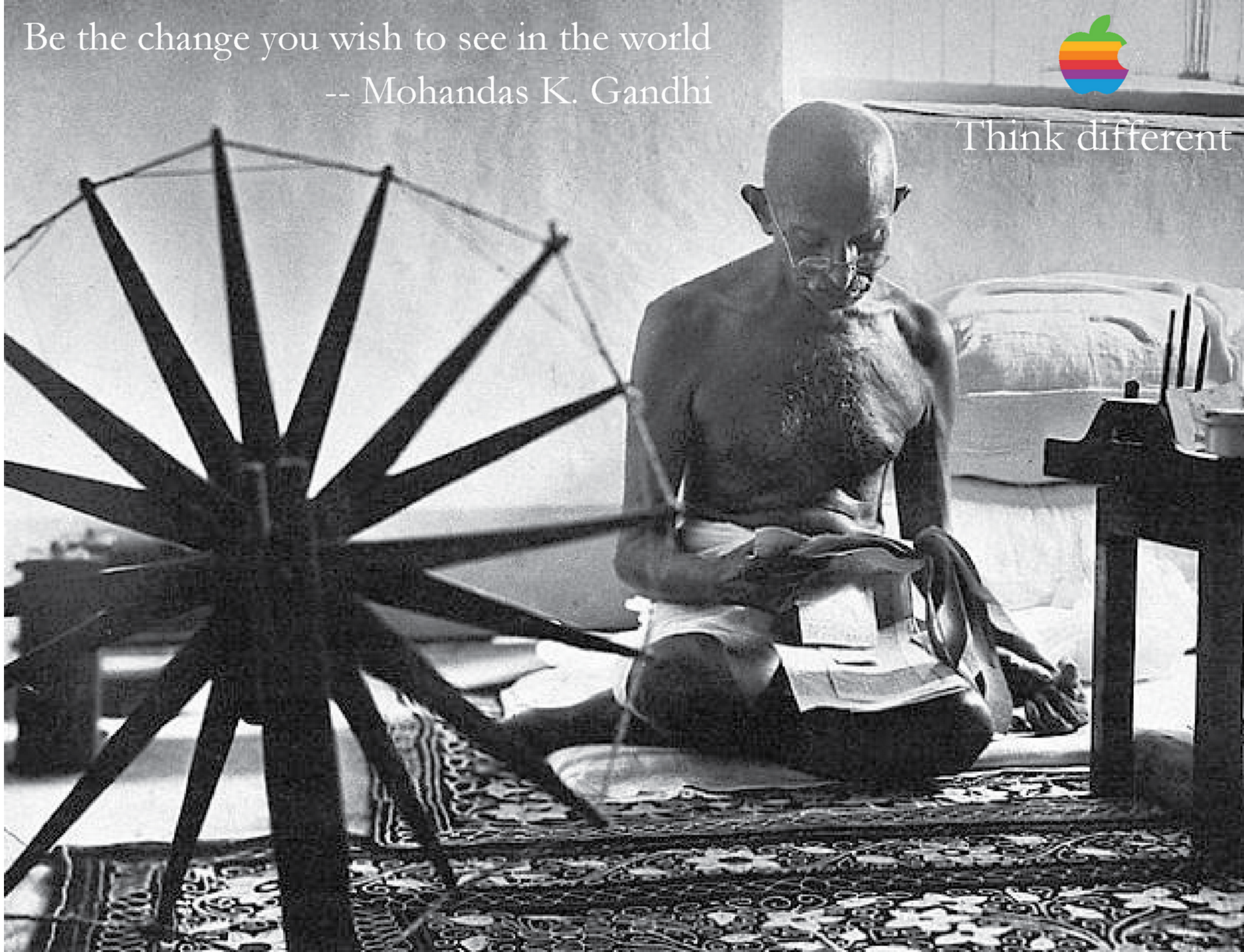




Be the change you wish to see in the world
-- Mohandas K. Gandhi



Think different



To the crazy ones.

Here's to the crazy ones.
The misfits.
The rebels.
The troublemakers.
The round pegs in the square holes.

The ones who see things differently.

They're not fond of rules.
And they have no respect for the status quo.

You can praise them, disagree with them, quote them,
disbelieve them, glorify or vilify them.
About the only thing you can't do is ignore them.

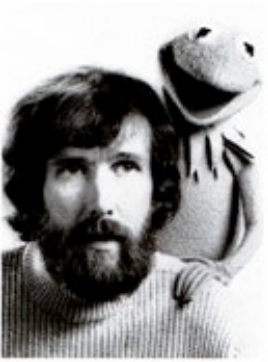
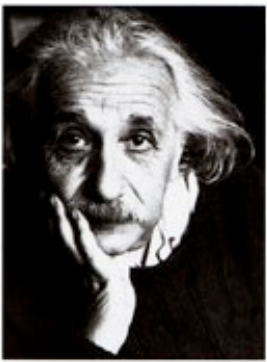
Because they change things.

They invent. They imagine. They heal.
They explore. They create. They inspire.
They push the human race forward.

Maybe they have to be crazy.
How else can you stare at an empty canvas and
see a work of art? Or sit in silence and hear a song
that's never been written? Or gaze at a red planet and see
a laboratory on wheels?

We make tools for these kinds of people.
While some see them as the crazy ones,
we see genius.

Because the people who are crazy enough to think
they can change the world, are the ones who do.



Think different.

© 1997 Apple Computer, Inc. All Rights Reserved. In honor of those who have changed the world and taken part in this tribute to innovative thought, Apple Computer has provided tools to the creative geniuses of the future and to organizations that dare to make a difference. Albert Einstein image licensed by Roger Fischman Agency, Beverly Hills, CA. TM © 1997 The Hitchcock Trust. To learn more about our tools for thought, visit us at www.apple.com.

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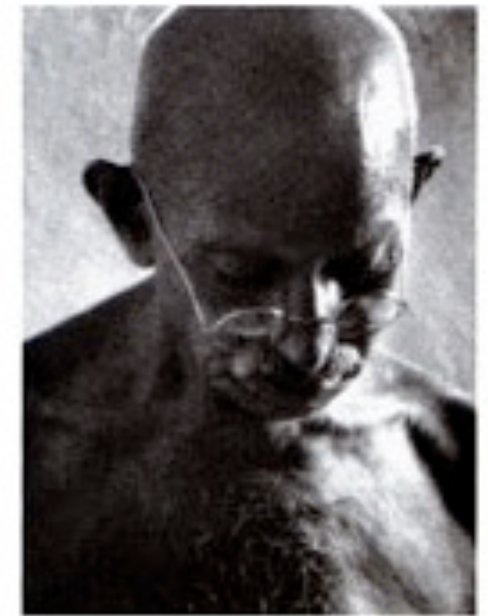
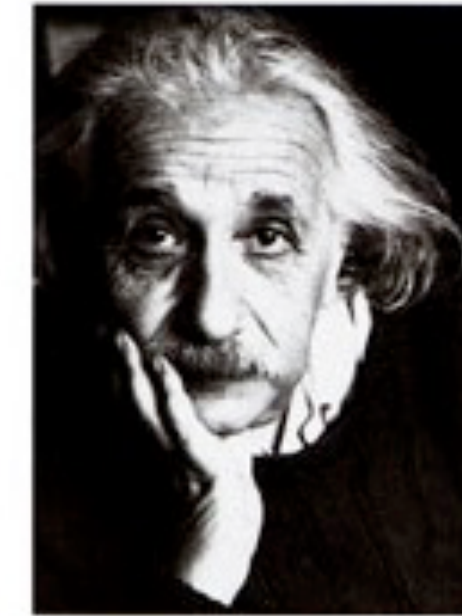
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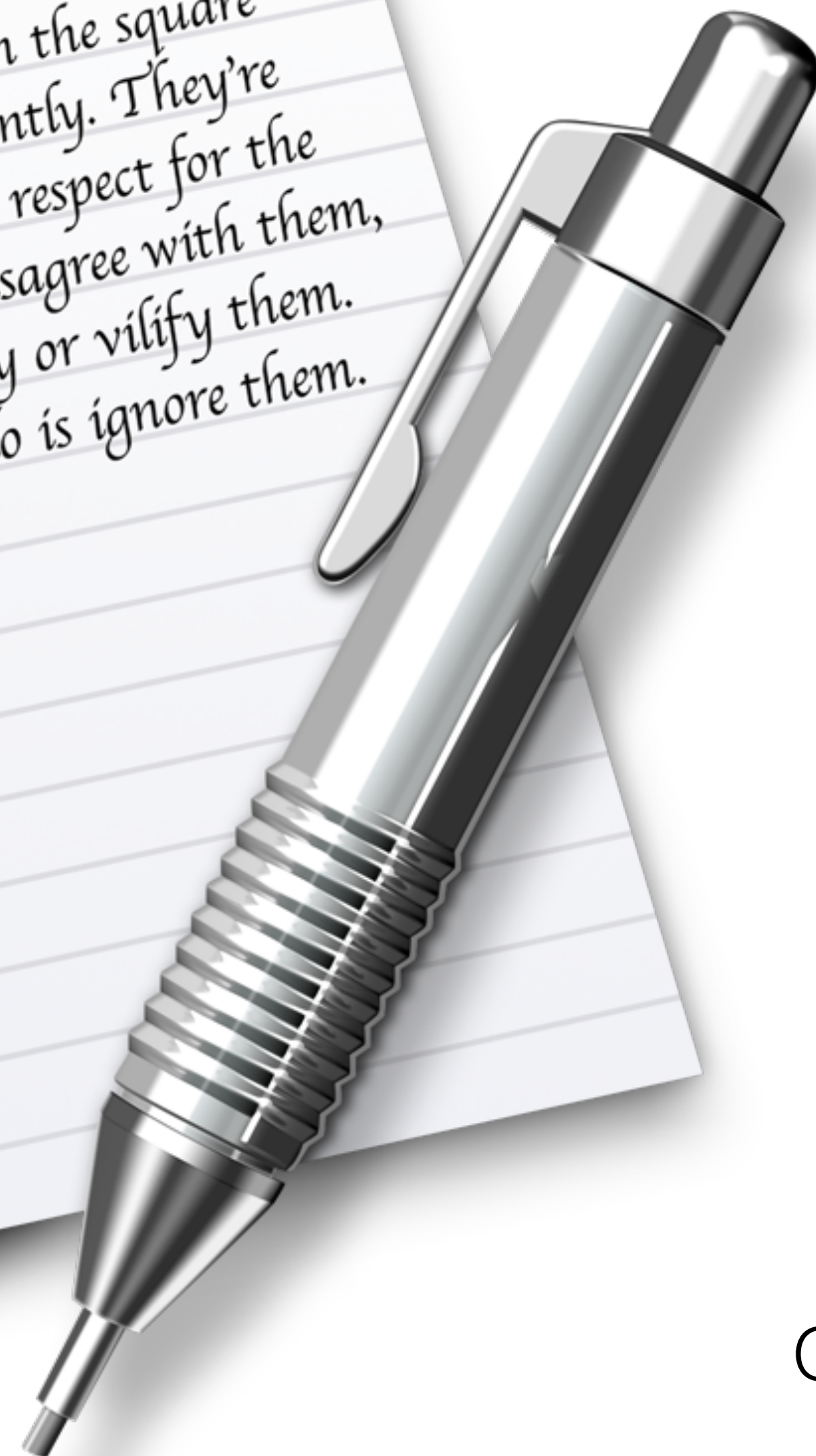
Think different.



Dear Kate,

Here's to the crazy ones. The misfits. The rebels.
The troublemakers. The round pegs in the square
holes. The ones who see things differently. They're
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status quo. You can praise them, disagree with them,
quote them, disbelieve them, glorify or vilify them.
About the only thing you can't do is ignore them.
Because they change things.

Take Care,
John Appleseed



OS X TextEdit Icon,
Pre-Yosemite



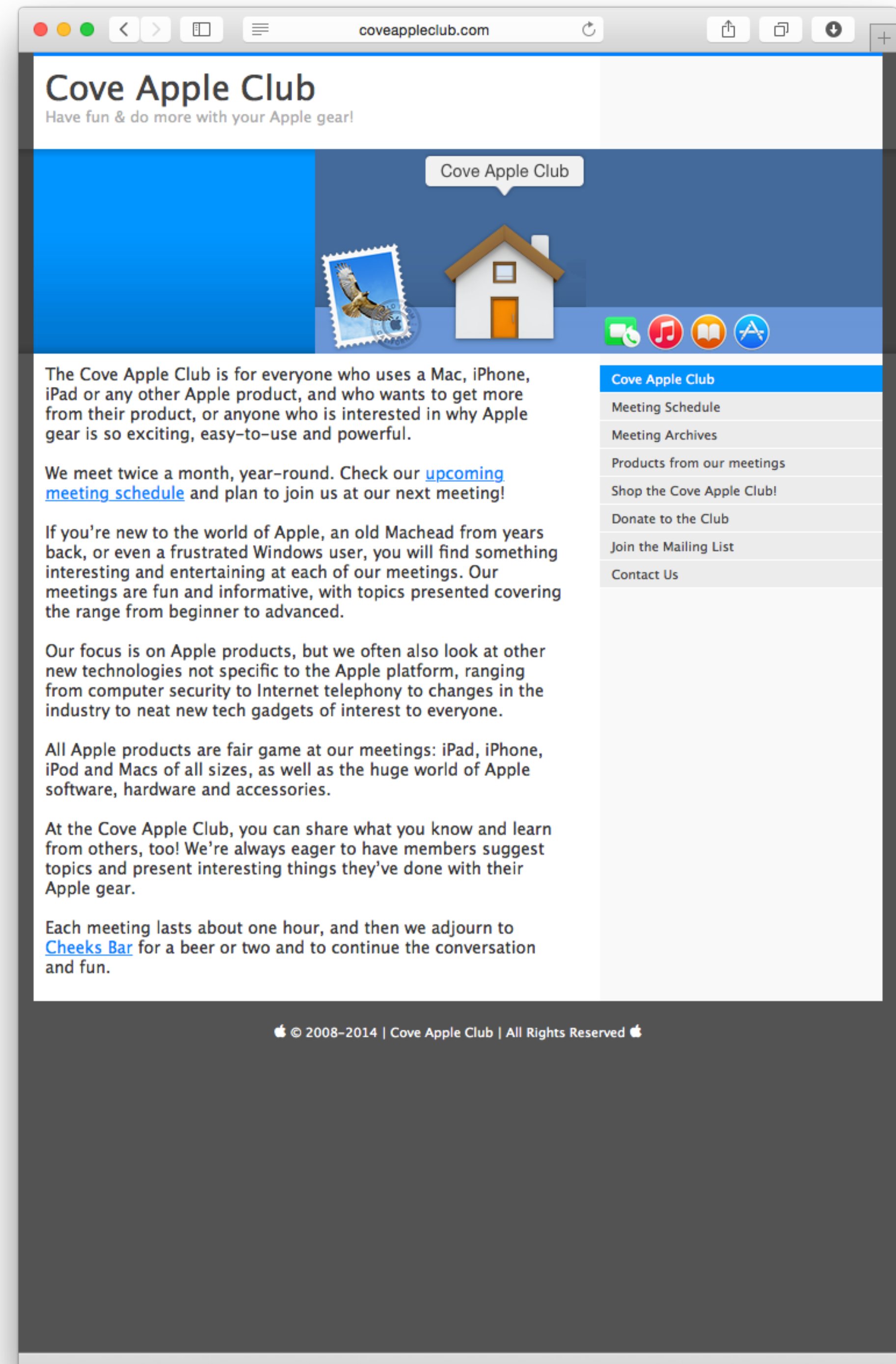
OS X Yosemite
Mail message icon



OS X Yosemite
“All My Files” icon

How You Can
Support the Cove Apple Club
With Your Holiday Shopping

COVEAPPLECLUB.COM



Cove Apple Club

Have fun & do more with your Apple gear!

Cove Apple Club

The Cove Apple Club is for everyone who uses a Mac, iPhone, iPad or any other Apple product, and who wants to get more from their product, or anyone who is interested in why Apple gear is so exciting, easy-to-use and powerful.

We meet twice a month, year-round. Check our [upcoming meeting schedule](#) and plan to join us at our next meeting!

If you're new to the world of Apple, an old Machead from years back, or even a frustrated Windows user, you will find something interesting and entertaining at each of our meetings. Our meetings are fun and informative, with topics presented covering the range from beginner to advanced.

Our focus is on Apple products, but we often also look at other new technologies not specific to the Apple platform, ranging from computer security to Internet telephony to changes in the industry to neat new tech gadgets of interest to everyone.

All Apple products are fair game at our meetings: iPad, iPhone, iPod and Macs of all sizes, as well as the huge world of Apple software, hardware and accessories.

At the Cove Apple Club, you can share what you know and learn from others, too! We're always eager to have members suggest topics and present interesting things they've done with their Apple gear.

Each meeting lasts about one hour, and then we adjourn to [Cheeks Bar](#) for a beer or two and to continue the conversation and fun.

Cove Apple Club

[Meeting Schedule](#)

[Meeting Archives](#)

[Products from our meetings](#)

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Cove Apple Club

Have fun & do more with your Apple gear!

Cove Apple Club



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Donate to the Club




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Cove Apple Club

Have fun & do more with your Apple gear!

Cove Apple Club



The next time you need some new Mac gear, start your online shopping session with the link to Amazon on this page. Your purchase will earn a little money for the Cove Apple Club, which we save up all year for a big Holiday Party for all members of the club! We update club members on the earnings every month.

So be sure to click the Amazon logo below when you need to shop for Mac products online...and "give back" to the Cove Apple Club -- without costing you an extra cent! Thanks!

SHOP.
CONNECT.
ENJOY.

All from Earth's
biggest selection.

amazon

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Need a Web site? Want your own email domain?

The Cove Apple Club uses and recommends [1&1 Internet](#).
Unlimited hosting plans and personal email domains from \$0.99/month with 24/7 live telephone support.

1&1


1&1 MY WEBSITE

✓ Hundreds of industries

✓ Includes text and images

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Cove Apple Club

Meeting Schedule

Meeting Archives

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club! We update club members on the earnings every month.

So be sure to click the Amazon logo below when you need to shop for Mac products online...and "give back" to the Cove Apple Club -- without costing you an extra cent! Thanks!

**SHOP.
CONNECT.
ENJOY.**

All from Earth's
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amazon

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Need a Web site? Want your own email domain?

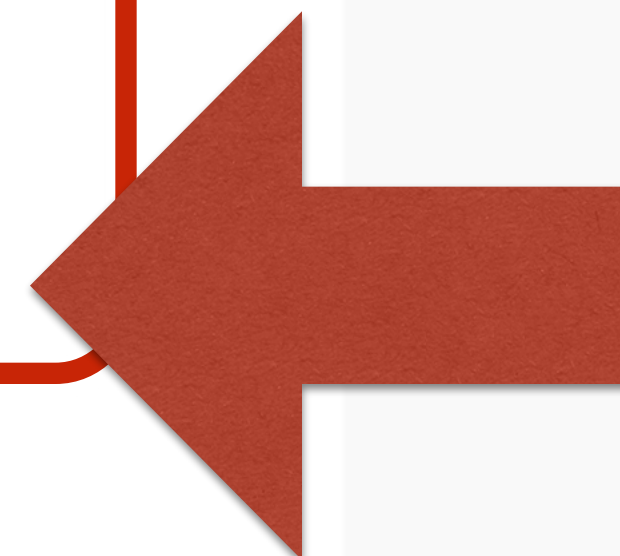
Products from our meetings

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Since Our Last Meeting

Earnings Report Totals

[Glossary](#)

October 20, 2014 to November 11, 2014


	Items Shipped	Revenue	Advertising Fees
Total Amazon.com Items Shipped	20	\$469.82	\$27.23
Total Third Party Items Shipped 	54	\$1,143.90	\$56.04
Total Items Shipped	74	\$1,613.72	\$83.27
Total Items Returned	0	\$0.00	\$0.00
Total Refunds	0	\$0.00	\$0.00
TOTAL ADVERTISING FEES	74	\$1,613.72	\$83.27

2014 Year-to-Date

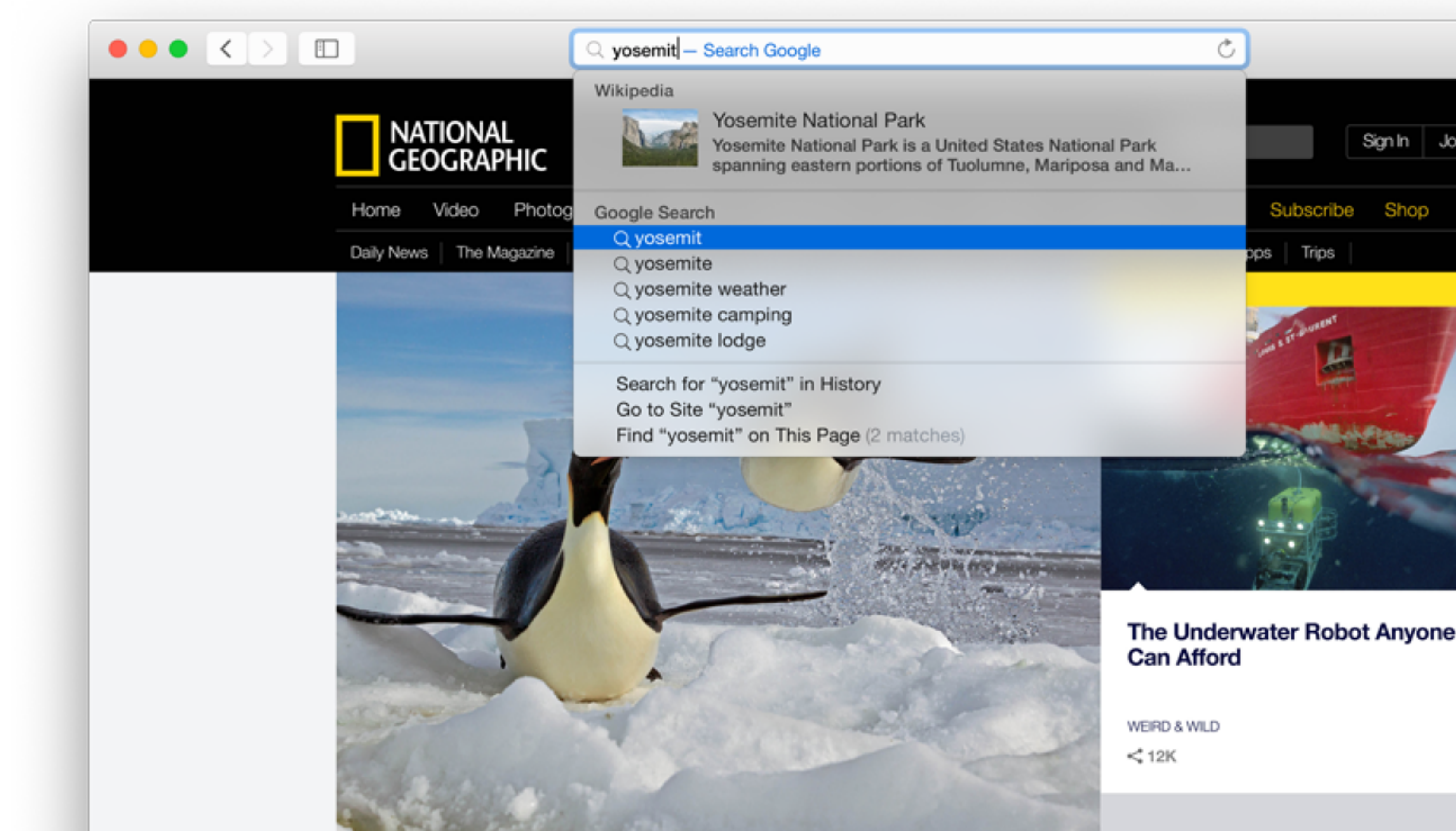
Earnings Report Totals

[Glossary](#)

January 1, 2014 to November 11, 2014

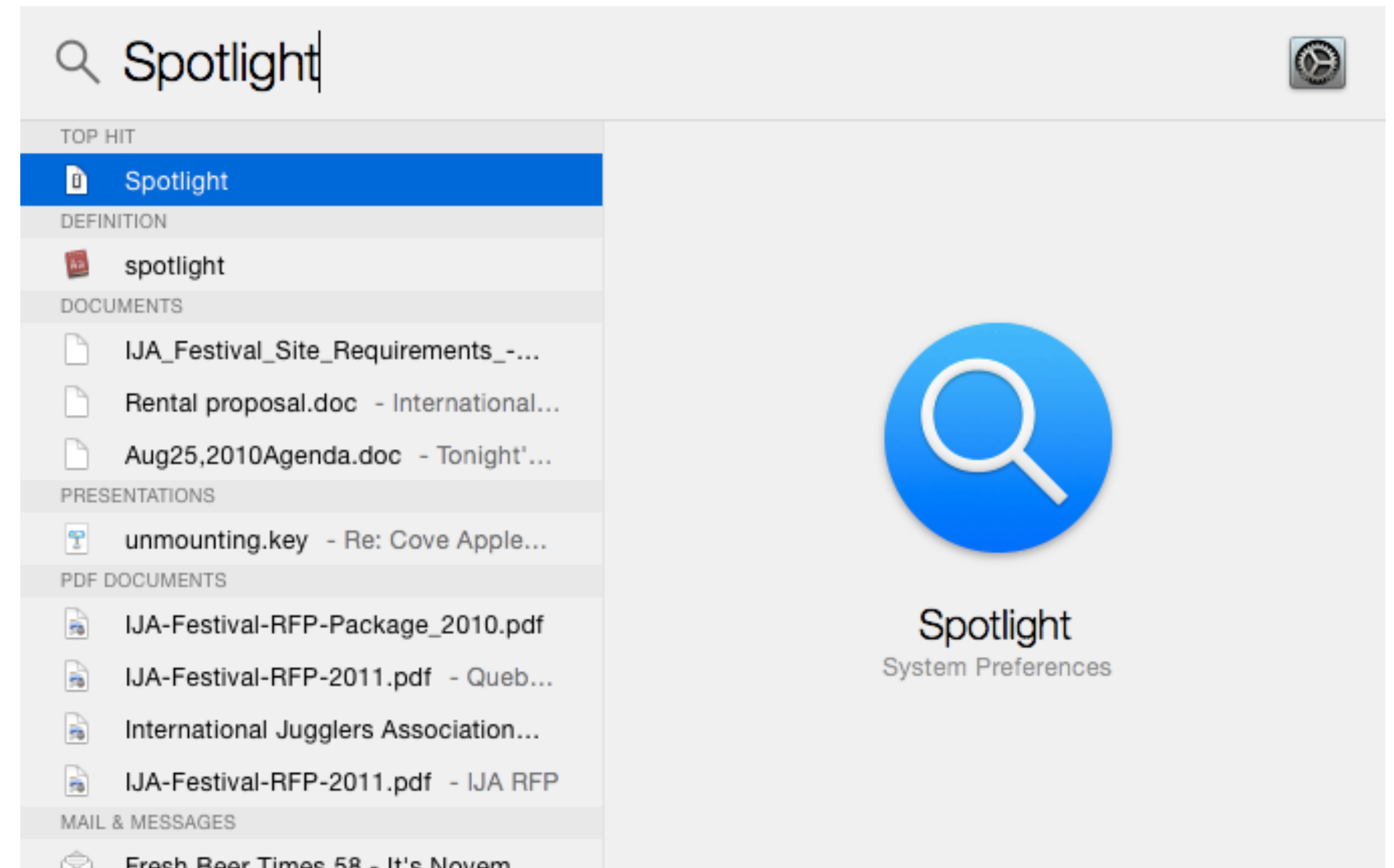
	Items Shipped	Revenue	Advertising Fees
Total Amazon.com Items Shipped	671	\$17,358.46	\$869.90
Total Third Party Items Shipped 	593	\$11,435.67	\$659.42
Total Items Shipped	1264	\$28,794.13	\$1,529.32
Total Items Returned	-6	-\$153.94	-\$6.81
Total Refunds	0	\$0.00	\$0.00
TOTAL ADVERTISING FEES	1258	\$28,640.19	\$1,522.51

Spotlight Searches and Your Privacy in Yosemite



Spotlight in Yosemite

- New functionality in Yosemite adds Internet suggestions to Yosemite search results on your Mac
- This is in addition to searching all of your Mac: documents, Mail, ZIP files, Bookmarks, browser history, contacts, Dictionary, Thesaurus, Apps, Calculator, Messages, iTunes, Movies, Photos, Images, etc., etc.

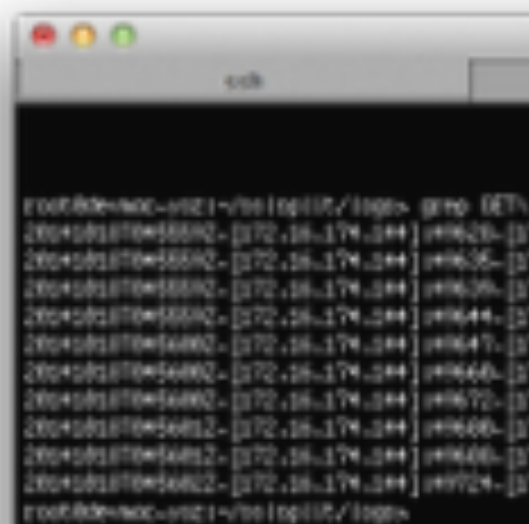


When Yosemite Shipped, Some People Went Bananas When They Realized This



Landon Fuller
@landonfuller

... and Spot
live keystro



FYI: OS X Yosemite's Spotlight tells Apple **EVERYTHING** you're looking for

It's on by default – didn't you read the small print?

By John Leyden, 20 Oct 2014

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Mac OS X 10.10 Yosemite Sends User Location and Safari Search Data to Apple



servers by default whenever a user queries the desktop search tool Spotlight, which questions users' privacy once again.

The technology firm faced criticism on Monday when users came to know about the company's About Spotlight & **Privacy** which clearly states that anyone who uses the Spotlight feature in either Mac OS X 10.10 Yosemite or its newly launched mobile operating system **iOS 8** will have their location and search information passed back to Apple's servers to process.

APPLE COLLECTS USERS' DATA AND FORWARDS IT TO MICROSOFT AS WELL

Apparently, Some People Still Don't Know How This “Internet” Thing Works

- Yes, if you want Spotlight to include search results from the Internet, Spotlight must send your search query over the Internet
- OMG OMG OMG!!
- Does this make Apple even worse than Google, or at least almost as bad as Google?
- Should we now freak out?

No.

From what we have learned
about Apple, do you think this is
how they would have designed
Spotlight to work?

apple.com/privacy

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A message from Tim Cook about Apple's commitment to your privacy.

At Apple, your trust means everything to us. That's why we respect your privacy and protect it with strong encryption, plus strict policies that govern how all data is handled.

Security and privacy are fundamental to the design of all our hardware, software, and services, including iCloud and new services like Apple Pay. And we continue to make improvements. Two-step verification, which we encourage all our customers to use, in addition to protecting your Apple ID account information, now also protects all of the data you store and keep up to date with iCloud.

We believe in telling you up front exactly what's going to happen to your personal information and asking for your permission before you share it with us. And if you change your mind later, we make it easy to stop sharing with us. Every Apple product is designed around those principles. When we do ask to use your data, it's to provide you with a better

source: apple.com/privacy

We're publishing this website to explain how we handle your personal information, what we do and don't collect, and why. We're going to make sure you get updates here about privacy at Apple at least once a year and whenever there are significant changes to our policies.

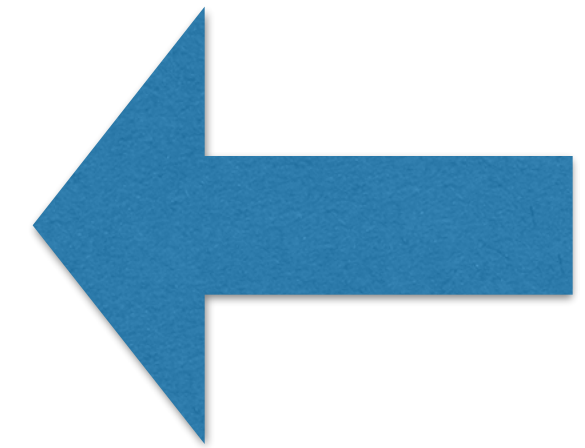
A few years ago, users of Internet services began to realize that when an online service is free, you're not the customer. You're the product. But at Apple, we believe a great customer experience shouldn't come at the expense of your privacy.

Our business model is very straightforward: We sell great products. We don't build a profile based on your email content or web browsing habits to sell to advertisers. We don't "monetize" the information you store on your iPhone or in iCloud. And we don't read your email or your messages to get information to market to you. Our software and services are designed to make our devices better. Plain and simple.

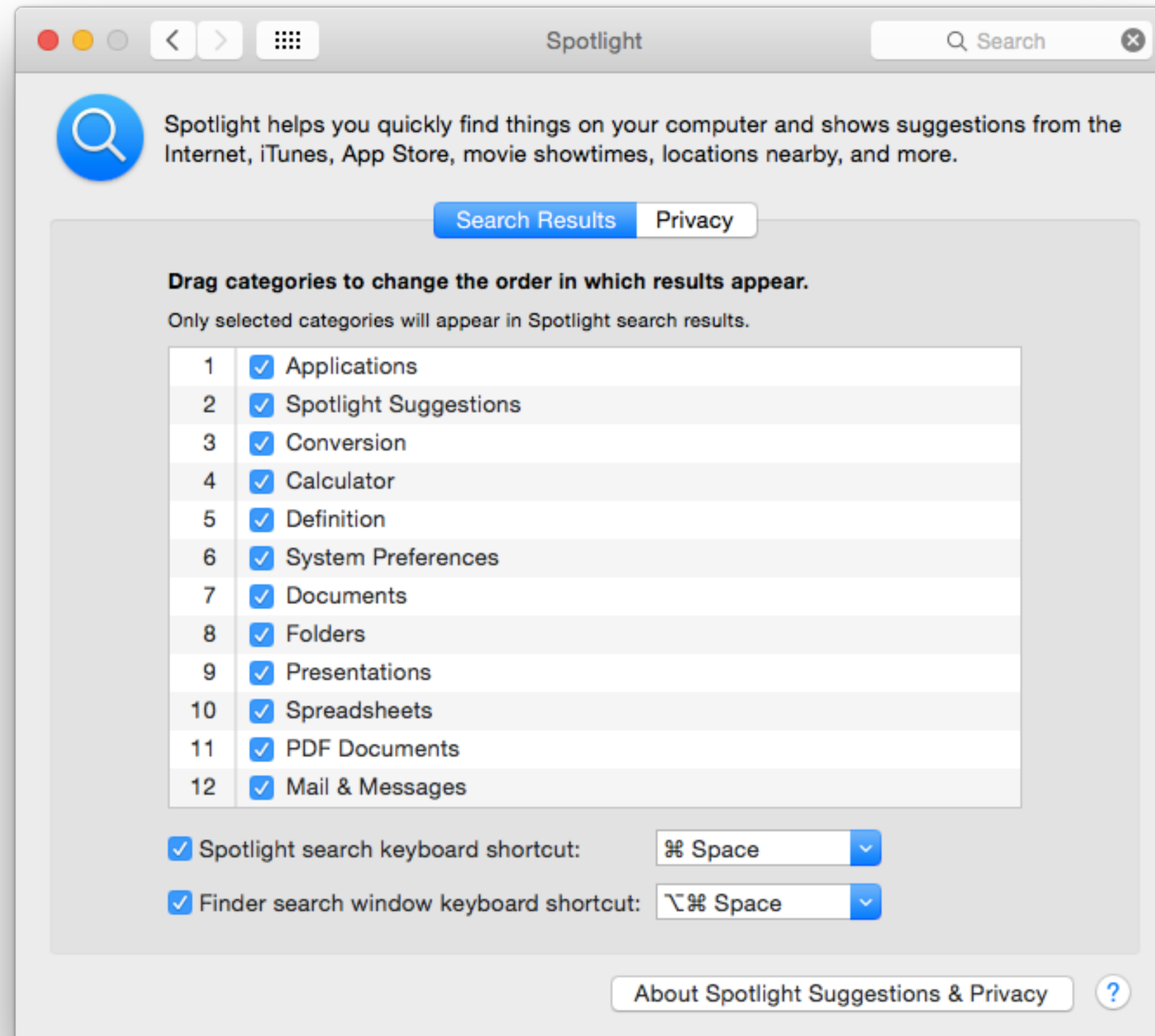
One very small part of our business does serve advertisers, and that's iAd. We built an advertising network because some app developers depend on that business model, and we want to support them as well as a free iTunes Radio service. iAd sticks to the same privacy policy that applies to every other Apple product. It doesn't get data from Health and HomeKit, Maps, Siri, iMessage, your call history, or any iCloud service like Contacts or Mail, and you can always just opt out altogether.

Finally, I want to be absolutely clear that we have never worked with any government agency from any country to create a backdoor in any of our products or services. We have also never allowed access to our servers. And we never will.

Our commitment to protecting your privacy comes from a deep respect for our customers.



So How Does It Work?



So How Does It Work?

About Spotlight Suggestions & Privacy

When you use Spotlight, your search queries, the Spotlight Suggestions you select, and related usage data will be sent to Apple. Search results found on your Mac will not be sent. If you have Location Services on your Mac turned on, when you make a search query to Spotlight the location of your Mac at that time will be sent to Apple. Searches for common words and phrases will be forwarded from Apple to Microsoft's Bing search engine. These searches are not stored by Microsoft. Location, search queries, and usage information sent to Apple will be used by Apple only to make Spotlight Suggestions more relevant and to improve other Apple products and services.

If you do not want your Spotlight search queries and Spotlight Suggestions usage data sent to Apple, you can turn off Spotlight Suggestions. Simply deselect the checkboxes for both Spotlight Suggestions and Bing Web Searches in the Search Results tab in the Spotlight preference pane found within System Preferences on your Mac. If you turn off Spotlight Suggestions and Bing Web Searches, Spotlight will search the contents of only your Mac.

You can turn off Location Services for Spotlight Suggestions in the Privacy pane of System Preferences on your Mac by clicking on "Details" next to System Services and then deselecting "Spotlight Suggestions". If you turn off Location Services on your Mac, your precise location will not be sent to Apple. To deliver relevant search suggestions, Apple may use the IP address of your Internet connection to approximate your location by matching it to a geographic region.

Information collected by Apple will be treated in accordance with Apple's Privacy Policy, which can be found at www.apple.com/privacy.

But It's Even Better Than That



Spotlight Suggestions

With iOS 8 and OS X Yosemite, searching with Spotlight now goes beyond your device to give you suggestions from sources like Wikipedia, the iTunes Store, and Maps. Before it answers, Spotlight considers things like context and location while protecting your privacy by using an anonymous identifier that refreshes every 15 minutes. You can always opt out of Suggestions and continue to use Spotlight solely for local search on your device. You are also free to opt out of having Spotlight use Location Services any time you want. If you opt out, Spotlight will still use your IP address to determine a general location to make your searches more relevant. Unlike our competitors, we don't use a persistent personal identifier to tie your searches to you in order to build a profile based on your search history. We also place restrictions on our partners so they don't create a long-term trail of identifiable searches by you or from your device.



source: apple.com/privacy

But It's Even Better Than ***THAT!***

- 1-time “Session ID” that lasts for only 15 minutes; does not contain your IP address or any device identifier to tie it to your machine or you
- Session IDs are used to correlate searches you make within a specific window of time to improve results

But It's Even Better Than ***THAT!***

- If Location Services are enabled, queries do include location data, which is “fuzzed” before being sent out
- Degree of fuzzing depends on density of area where you are located; much “fuzzier” in rural areas; more granular in densely developed areas, in order to make results more relevant without disclosing your exact location
- Much more detailed and interesting behind-the-scenes info on how it all works is here: [**http://tidbits.com/article/15182**](http://tidbits.com/article/15182) - or search for “Spotlight Fuzzing” at tidbits.com

Printing Mailing Labels from Contacts App



No Way to Print Mailing Labels!

- Pages, Apple's word processing app, does not have an easy way to lay out and print mailing labels
- It can be done, but it's a hack, and most people don't bother
- So how could Apple have overlooked such an important and often-used feature?

Answer: Contacts

- Print mailing labels (or envelopes, or phone books, etc.) from the Contacts app
- Enter your friend's contact info once, into one app, and use it everywhere: Mail, Maps, Calendar, Pages, Contacts, Spotlight, etc.



Demo



Cove Apple Club Calendar Update





NOV

26

Cove Apple Club
7:00 PM - 8:15 PM

DEC

3

Mission: Mothership!
10:30 AM - 2:00 PM

Mission: Mothership 2014!

- **10:15am:** Meet at Cove front office if you need a ride or have a ride to give
- **10:30am:** Depart to Apple Store at Mall at Millenia
- **Until 12:45:** Shop and/or drool
- **12:45:** Gather at Cheesecake Factory for lunch!

DEC

3

Mission: Mothership!
10:30 AM - 2:00 PM

DEC

10

Cove Apple Club
7:00 PM - 8:15 PM

DEC

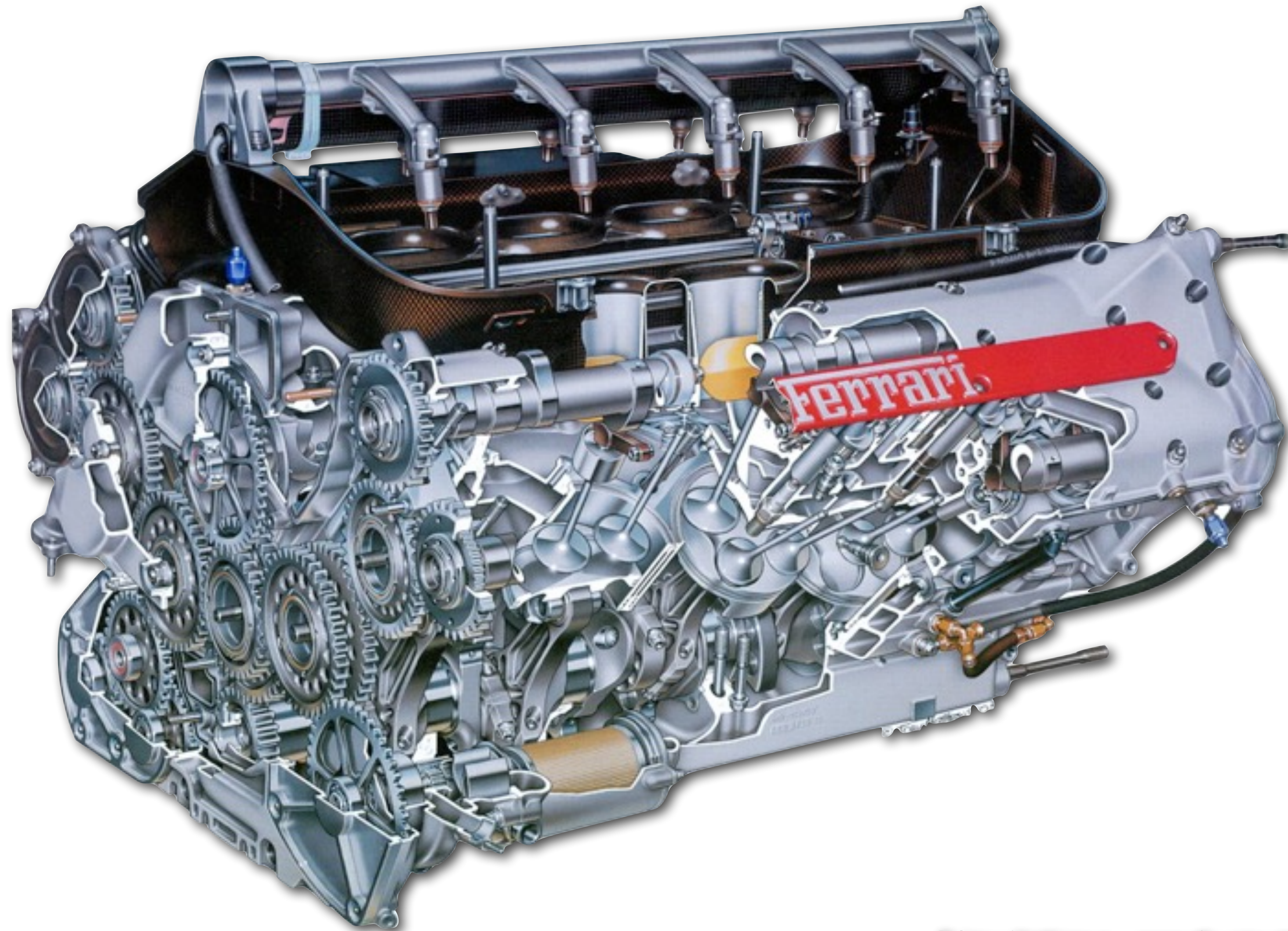
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Holiday Party
5:30 PM - 9:00 PM

A Little Bit of Cove Apple Club Holiday Party History

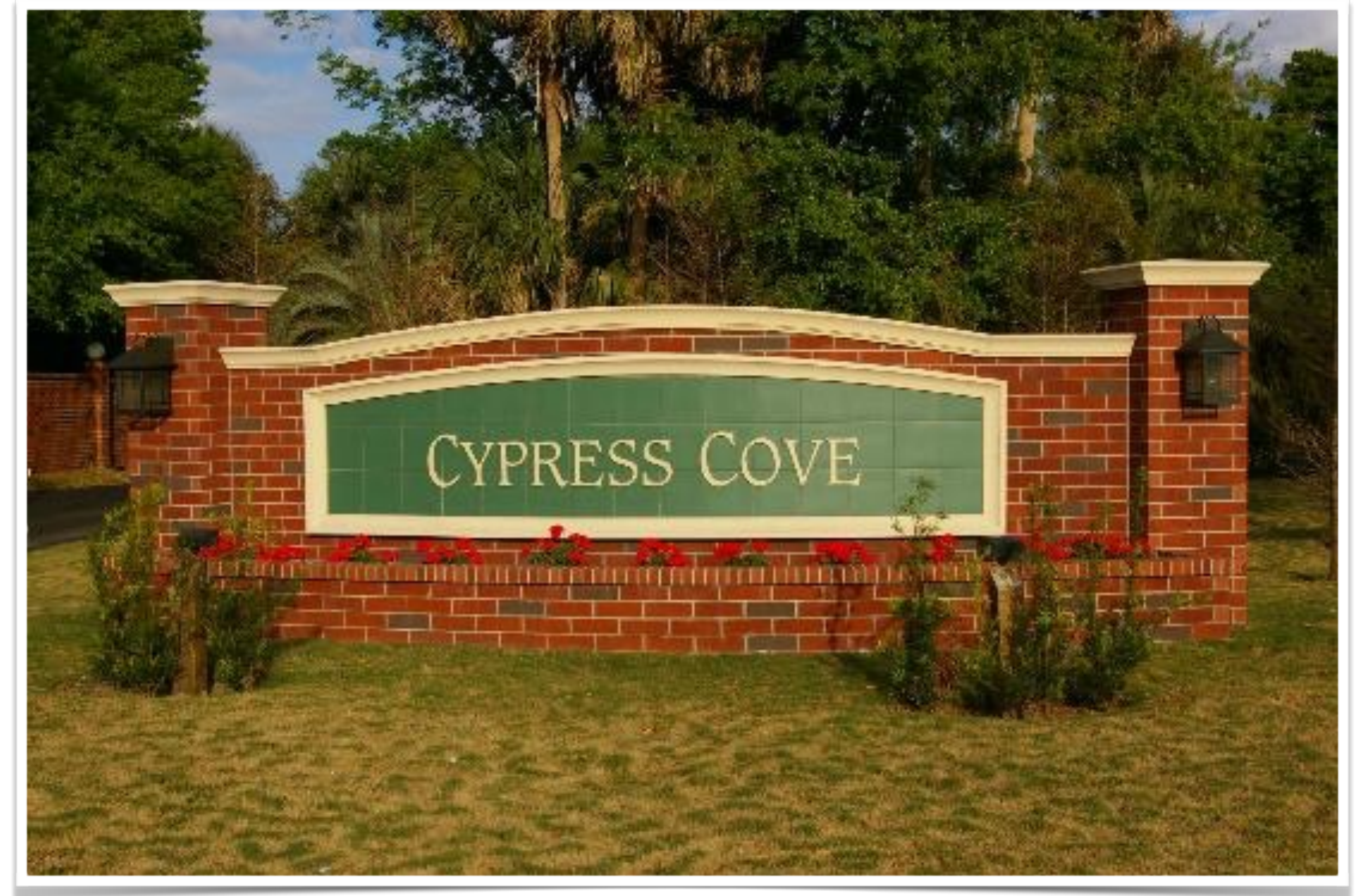
- 2009: Unofficial Cove Apple Club Holiday Party at Cheeks
- 2010: First-ever Cove Apple Club Holiday Party Bill & Rhonda's trailer-house
- 2011: Cove Apple Club Holiday Party at Bill & Rhonda's trailer-house
- 2012: Cove Apple Club Holiday Party at Mike & Marilyn's trailer-house
- 2013: Cove Apple Club Holiday Party at Mike & Marilyn's trailer-house

Time for an Upgrade!



Time to Give Back to the Cove

- Without the Cove, there is no Cove Apple Club
- They give us tons of support: meeting space, publicity, and the freedom to do what we want
- Let's give back to this place that we all love so much!



Cove Apple Club Holiday Party
Wednesday, December 17, 2014
Scuttlebutts Lounge & Lakeside Restaurant
Cypress Cove Nudist Resort & Spa

Admit One

Doors Open 5:30pm
Cocktails & Hors d'oeuvres
Dinner buffet 6:30
Clothing Optional

The Dealio

- We are looting the Club treasury to pay for all the food, all the labor and all the door prizes
- But, we need to know how many people will be eating and drinking on our dime...
- ...and we need to keep the Club's finances out of paying for booze.



The Dealio



- \$10 per person gets you two drink tickets: beer, wine, well or soft
- Additional drinks on your own account
- Hors d'oeuvres (appetizers), hot and cold dinner buffet & dessert
- Door prizes and games
- Music & dancing!

Buy Your Tickets TONIGHT!



- \$10 cash accepted here ***tonight.***
- You get your two drink tickets & your name put on the admit list
- Pay Mike anytime between now and December 13th
- Reservation deadline is Saturday, December 13th
- **No one admitted without pre-purchased tickets**



DEC

24

Cove Apple Club
7:00 PM - 8:15 PM

Cove Apple Club Holiday Party
Wednesday, December 17, 2014
Scuttlebutts Lounge & Lakeside Restaurant
Cypress Cove Nudist Resort & Spa

Admit One

Doors Open 5:30pm
Cocktails & Hors d'oeuvres
Dinner buffet 6:30
Clothing Optional

**Purchase
your party
tickets
tonight!**

See you at
Cheeks!

