



Apple Prioritizes User Privacy with Industry-Leading Technologies in Siri



Apple logo

Apple ensures Siri is the most private digital assistant with on-device processing, data minimization, and breakthrough privacy technologies like Private Cloud Compute.

Apple emphasizes its commitment to user privacy by designing Siri, its digital assistant, with cutting-edge privacy features. The company integrates privacy throughout the development process, adhering to principles like data minimization, on-device intelligence, user control, transparency, and robust security. Apple assures users that Siri data is never used for marketing profiles, advertising, or sold. They continuously invest in innovative privacy-enhancing technologies to solidify Siri's position as the most private digital assistant.

Whenever possible, Siri processes requests on the user's device, keeping user data confidential. For instance, Siri can handle requests to read unread messages or provide suggestions through widgets and search directly on the device. On compatible devices, Apple's Neural Engine processes even the audio of user commands entirely on-device, unless users choose to share their data with Apple.

Data Minimization and User Anonymity:

For requests requiring servers, Apple minimizes data collection. Siri searches and requests are not linked to an Apple ID but to a random identifier, a unique string of characters associated with the device. This ensures user anonymity during processing.

Apple also confirmed that audio recordings of Siri interactions are not stored unless users explicitly opt-in to improve Siri. Even then, these recordings are solely used for improvement and can be opted out of at any time.