

ChatGPT enters the Apple App Store policy battleground

Article

The news: Apple blocked the email app **BlueMail** developed by **Blix** due to new **ChatGPT** features.

- The app uses **OpenAI**'s chatbot to help make automated email writing sound more natural based on users' previous emails and calendar events, per [The Wall Street Journal](#).

- Apple is concerned that the **bot-based app could generate inappropriate content for children and wants a 17 years-and-older age restriction or content filtration added**. As of last week, the app had a 4 years-and-older minimum age restriction.
- **Microsoft's updated version of [Bing AI for mobile](#) comes with a 17-years-old minimum age restriction on the App Store.**

Rocky road ahead: The [App Store has long been a battleground](#) pitting Apple's policies against tech companies' desire for consumer reach. The latest disagreement over BlueMail's [ChatGPT](#) integration is a sign that **tensions may worsen with the advent of commercial generative AI**.

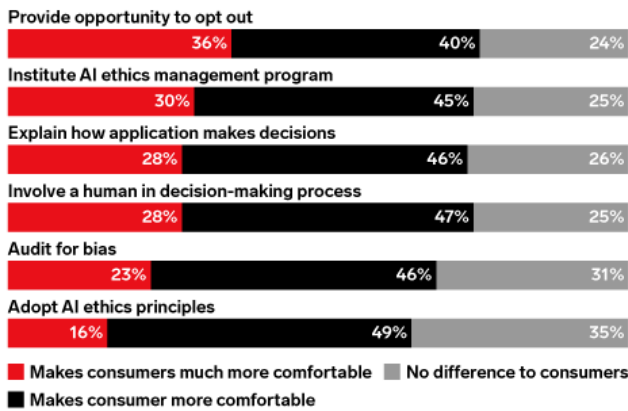
- **Apple's wariness of the tech is likely heightened by the suggestion that tech companies could be held liable for AI-generated content during the Supreme Court's Section 230 deliberations just as the [FTC threatens its own intervention](#).**
- Microsoft has been [tweaking features and policies for Bing AI](#) following reports of the bot's disturbing responses.
- The wide gap between what's appropriate content for 4-year-olds and 17-year-olds means there's room for nuance in content filtration safeguards.

There's a solution and a catch: With the technology still in its experimental phase, we'll likely continue to see **volatility in its commercial deployment**.

- [Microsoft's latest feature](#) that allows users to switch between chatbot response styles could be further adapted for youth age categories to make the tech safer for minors.
- As generative AI models become more advanced, their **capacity for spontaneous learning means that they may continue to go off-script despite safety features**.
- What's more, a study found that for [\\$60, a bad actor could potentially make tiny changes to datasets](#) used to train AI models.
- Such tampering could go undetected and yet have serious consequences for generative AI output and increase companies' liability risks.

Approaches That Companies Can Use to Make Consumers More Comfortable With AI According to IT Security Professionals Worldwide, Summer 2022

% of respondents



Source: Cisco, "2023 Data Privacy Benchmark Study: Privacy's Growing Importance and Impact," Jan 24, 2023

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