

April 25, 2021

## Apple's new restrictions on tracking

### Client Updates

Apple's new restrictions on tracking

Apple recently introduced new restrictions on "tracking" app users for targeted advertising or for advertising measurement purposes.

Assaf Harel (Partner) and Rebecca Genis (Associate) review those restrictions in this client update.

## Key Contacts



**Assaf Harel**  
Partner



**Rebecca Genis Shepetovsky**  
Senior Associate