

**Press Release – For Immediate Release**

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## **Euroconsumers Sends Cease and Desist Letter to Apple Over Planned Obsolescence**

*Letter calls on Apple to end practice and compensate consumers €60 each*

BRUSSELS - Euroconsumers, the world's leading consumer cluster organisation, today announced it has sent a cease and desist [letter](#) to [Apple Inc.](#) (NASDAQ: AAPL) to end the practice of planned obsolescence of Apple iPhones and compensate each affected consumer €60. Apple has 15 days to formally respond to the letter, after which Euroconsumers will consider the next legal steps.

This formal demand comes after a first letter was sent to Apple on 11 June 2020 asking the company to end planned obsolescence of iPhones and to compensate European consumers following the announcement of a proposed \$310 million settlement in the United States.

“Planned obsolescence represents not only a deliberate unfair practice towards consumers, but is also environmentally irresponsible,” said Els Bruggeman, Head of Policy and Enforcement at Euroconsumers. “On behalf of European consumers, it is imperative that we discuss this situation with Apple to find a solution to move forward. Consumers are increasingly frustrated by iPhones wearing out way too fast. They want to be treated with respect and demand concrete actions to rectify the situation and guarantee more sustainable phones.”

In addition to the proposed preliminary settlement in the United States, the Administrative Court of Lazio, Italy confirmed a fine of €10 million on 29 May 2020. This fine was initially imposed in October 2019 by the Italian Antitrust Authority in relation to the implications for iPhone performance of updating the IOS operating system.

### **About Euroconsumers**

Gathering five national consumer organisations and giving voice to a total of more than 1.5 million people, Euroconsumers is the world's leading consumer cluster in innovative information, personalised services and defence of consumer's rights. Our organisations work together and also with BEUC, the European Consumer Organisation, and Consumers International to ensure consumers are safe, that markets are fair and benefit from honest relations with businesses and authorities.