

Apple Innovations Blocked in the EU by the EC's Interpretation of Article 6(7) DMA

2024

Apple Intelligence - Delayed

Our availability of innovative Apple Intelligence features embedded in iOS and iPadOS such as Writing Tools, Smart Replies, or Image Playground were delayed for release in the EU until March 2025. We made these features available everywhere else in October 2024. To meet the onerous requirements of Article 6(7) we needed to build a direct means for all developers on the platform to be able to offer these Apple developed features in their apps as well. This took a lot of complicated engineering work as we navigated privacy and safety concerns, so developers and users had to wait even longer than we anticipated to access these new capabilities in the E.U.

iPhone Mirroring - Blocked

This feature allows users to seamlessly interact with their iPhone from their Mac. To meet the onerous requirements of Article 6(7) we would have had to enable any third party devices to remotely control users' iPhones. The feature isn't available in the EU because we haven't yet found a way to bring it to non-Apple devices without putting our users' iPhone data at risk. We won't ship a feature we can't make secure. Handing over control of a user's device to a third party device very clearly requires detailed thought and security safeguards that we have been unable to put in place as of yet.

2025

Maps features

Visited Places - Blocked

With "visited places," users can allow iPhone to intelligently detect the places they visit and spend time in and automatically save those locations to Maps.

Preferred Routes - Blocked

iPhone uses on-device intelligence to learn and understand the routes users take between the places they frequently visit even if they are not using Maps and provide previews and commute notifications even before the user's journey begins.

Critically, in both cases, this location information is on the user's device—accessible only to them: Apple doesn't have access to any of this data, and we want to make sure no one else does either. So far we have assessed the risk of exposing that risk to third parties as too high for our users so we have felt compelled to not offer the features in the EU.

Live Translation - Delayed

An amazing feature we announced last year which provides for simultaneous translation using iPhone and connected headphones such as AirPods. The DMA required that Apple could only make this feature available in the EU when third party headphones could replicate the same experience as AirPods. This is despite the deep innovation and investment Apple had made into the feature. To make Live Translation available in the EU in a way that complies with the DMA, we had to create a new audio-routing API so third-party apps and devices could manage multiple simultaneous audio paths, in a way that was comparable to how the Apple feature works. This work was far more complicated than simply flipping a switch and was completed in time for November 2025.

2026

Siri AI - Blocked

Apple has announced that it will not be able to offer Siri AI in the European Union as part of the upcoming iOS 27 and iPadOS 27 releases due to the European Commission's extreme interpretation of the interoperability requirements in the Digital Markets Act.

Over the past several months, Apple's teams developed plans to bring Siri AI to iOS and iPadOS users in the EU while protecting them from the serious risks of exposing their devices to unmanaged third-party virtual assistants. However, the European Commission rejected all of Apple's proposals. EU users will be able to access Siri AI on macOS 27 and visionOS 27, which are not subject to the DMA's requirements.

Siri AI is private by design and deeply integrated across Apple's platforms — using on-device processing and Private Cloud Compute to ensure users' personal data is never stored or made accessible to Apple or anyone else. The European Commission's extreme interpretation of the interoperability requirements in the DMA would require Apple to give any virtual assistant the exact same access to iOS and iPadOS as soon as Siri AI is available, without any ability to put in place essential protections necessary to keep users safe.

As a result, there is currently no timeline for its availability in the EU.

GymKit - Delayed

GymKit is an enhanced way for the Health app on a user's iPhone to connect to third party gym equipment for recording workouts. Unfortunately, we needed to downscope the user onboarding experience in the EU to the equivalent experience for 3P health apps while we work on creating an equivalent experience to that available outside the EU.

Connected Shopping - Delayed

This feature allows customers to connect to a participating merchant's iPhone for a more personalized and faster in-store purchase experience that allows for secure

sharing of information, such as email and other contact information, shipping address, loyalty rewards information, and more. We cannot launch in the EU at this time as we would need to provide API support for third party wallets and cannot do so until a new standard is adopted known as WiFi Aware 5. This is another example of where work that is completely outside of Apple's control in a standard is effectively seen as a reason by the European Commission why Apple cannot make a new feature available in the EU. When the standard is finalized we will implement it and then will be in a position to make the feature available.

Magic Accessories Pairing - Delayed

This is a feature whereby Apple accessories can automatically pair with iPhone when connected with a USB cable. Apple is explicitly obligated under a specific European Commission Decision in relation to Connected Devices to not make such innovations available in the EU until that functionality is equally available to third parties.