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Apple Unveils Stringent Disclosure and Opt-in Privacy Requirements for Apps

In late 2020, Apple rolled out its new privacy guidelines for apps, which require explicit and detailed disclosure by apps of their collection and use of personal data. In the near future, it will also require that apps get opt-in permission to track users by any personal identifier or a device's unique advertiser identifier.

These two changes have roiled the online advertising industry, which has unfortunately shifted over its 25 years in existence from being excited about counting clickthroughs and measuring them against actions to luring users into a deliberately invasive stew of misdirection and obfuscation. By and large, the industry prefers that people don't know how much their private information is being extracted and used, and it hates having to ask for permission—because it knows most people will say no.

Among the top tier of tech companies, Apple is the only one that places its customers' privacy in its list of central concerns—and means it. Other big firms flap their gums about how privacy is important, then routinely lobby for loopholes, pay small fines for violating regulations, or construct methods that deceptively violate user consent.

If you can't unlock settings in System Preferences (Possible Big Sur Issue)

"While using macOS Big Sur 11.1, your Mac with [Apple T2 Security Chip](#) has an issue that requires resetting the SMC. System Preferences should accept your password after you [reset the SMC](#)."

A [SMC reset](#) was also reported to help with macOS 11.1 problems mounting external encrypted drives and with Touch ID problems some had after the Big Sur 11.1 update. (As noted before, the M1 Macs don't have the Apple T2 chip.)

How to Reset SMC on T2 iMac Pro, iMac, Mac Pro, and Mac mini


Resetting SMC on newer security chip Macs is quite simple:

- 1.Shut down the Mac
- 2.Unplug the power cord from the Mac
- 3.Wait 15 seconds, then plug the power cord back into the Mac
- 4.Wait another 5 seconds, then press the power button to turn on the Mac as usual

How to Reset SMC on MacBook Air & MacBook Pro (2018, 2019, or later)

Resetting the System Management Controller on modern Mac laptops with the T2 security chip is different from the SMC reset process on other Macs, and it's now a two-step process. Sometimes simply completing the first step alone will resolve the issue, but proceeding with both part 1 and part 2 of the SMC reset process for the troubleshooting process is generally a valid approach on these laptops.

Resetting SMC on MacBook Air / Pro (2018 and later) – Part 1

- 1.Go to the  Apple menu and choose “Shut Down” to turn off the Mac
- 2.After the Mac is turned off, press and hold the Power button for 10 seconds
- 3.Release holding the power button, then wait a few more seconds
- 4.Now press the Power button again to turn the Mac on

Resetting SMC on MacBook Pro / Air (2018 and later) – Part 2

If the issue persists, follow these steps to reset the SMC:

1. Shut down your Mac.
2. On your built-in keyboard, press and hold all of the following keys. Your Mac might turn on.
 - Control on the left side of your keyboard
 - Option (Alt) on the left side of your keyboard
 - Shift on the right side of your keyboard
3. Keep holding all three keys for 7 seconds, then press and hold the power button as well. If your Mac is on, it will turn off as you hold the keys.
4. Keep holding all four keys for another 7 seconds, then release them.
5. Wait a few seconds, then press the power button to turn on your Mac.

