# Apple’s privacy parody video resurfaces amid Google cookie policy reversal



An Apple video parody highlighting privacy concerns around internet browsers has resurfaced following a recent announcement from Google, bringing fresh attention to the ongoing debate between Apple’s Safari and Google’s Chrome.

The short video, titled “Privacy on iPhone: Flock,” was released on YouTube by Apple earlier this year. Its 1 minute and 48 seconds runtime features a creative homage to Alfred Hitchcock’s 1963 film “The Birds,” depicting surveillance cameras with wings trailing iPhone users. These “camera birds” observe people closely as they browse the internet. Notably, when the Safari browser is opened, the cameras catch fire and combust, symbolising enhanced user privacy.

While the video never explicitly names any competitors, it is widely interpreted as a commentary on Google’s Chrome browser. The title “Flock” is thought to reference FLoC — Federated Learning of Cohorts — a technology once employed by Google that grouped users into cohorts to allow targeted advertising without individually tracking them across sites. Google previously faced criticism for privacy concerns related to this system.

According to reports, Google discontinued FLoC some time ago but continues to monitor user activity. In recent developments announced this week, the search engine giant reversed plans to eliminate third-party cookies, a widespread online tracking method used by external websites to monitor user behaviour. Google’s decision to delay this change has reignited interest in Apple’s video and its privacy messaging.

Unlike Chrome, Apple’s Safari browser restricts outside sites from tracking user activity, emphasising privacy protections. The competition between these two major web browsers remains a central issue for consumers concerned with data security and online privacy.

The Birmingham News is reporting that the renewed focus on Apple’s “Flock” video underscores divergence in privacy policies between the companies, reflecting broader debates over how user data is handled on the internet.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.apple.com/newsroom/2023/06/apple-announces-powerful-new-privacy-and-security-features/> - This URL corroborates Apple's emphasis on privacy in Safari by highlighting major updates to Safari Private Browsing, including advanced tracking and fingerprinting protections. It supports the claim that Apple prioritizes privacy in its browser.
2. <https://www.apple.com/privacy/features/> - This URL explains how Safari prevents advertisers and websites from using device characteristics to create a fingerprint for tracking users, further detailing Safari's privacy features.
3. <https://developer.apple.com/videos/play/wwdc2023/10053/> - This video presentation from WWDC23 discusses new privacy technologies on Apple platforms, including additional privacy protections in Safari Private Browsing mode, further enhancing Apple's privacy stance.
4. <https://support.apple.com/en-us/105030> - This support page details how to use Private Browsing in Safari, which blocks known trackers and protects against advanced fingerprinting techniques, underscoring Safari's privacy features.
5. <https://www.theguardian.com/technology/2023/mar/02/google-delays-phase-out-of-third-party-tracking-cookies> - This article reports on Google's decision to delay ending third-party cookies, a method of monitoring user behavior online, highlighting the ongoing privacy debates involving Google's Chrome browser.
6. <https://techcrunch.com/2023/06/01/google-floc-replacement-privacy-sandbox/> - This article discusses Google's privacy sandbox initiative and the criticism it has faced, similar to FLoC, highlighting Google's challenges with privacy concerns compared to Apple's privacy-centric approach.
7. <https://www.al.com/life/2025/04/this-popular-internet-browser-app-is-spying-on-you-apple-warns.html> - Please view link - unable to able to access data