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ROB BONTA

Attorney General

Attorney General Bonta: Epic v. Apple Decision is a Win for California Law Protecting Consumers and Competition

Press Release / *Attorney General Bonta: Epic v. Apple Decision is a Win for ...*

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Apple must now allow app developers to inform customers about lower-priced purchasing options outside the App Store

OAKLAND — California Attorney General Bonta today celebrated the Ninth Circuit Court of Appeals' ruling in *Epic Games v. Apple*, that Apple violated California laws protecting fair competition by prohibiting app developers from informing customers about ways to pay for their apps and subscriptions outside of Apple's App Store. Today's decision by the Ninth Circuit affirms a district court ruling that Apple's anti-steering policy violated California's Unfair Competition Law because it prevented consumers from making informed purchasing decisions and obtaining lower prices. Attorney General

Bonta filed a friend-of-the-court brief on March 31, 2022, urging the Ninth Circuit to recognize broad protections for fair competition under California's Unfair Competition Law.

"California's Unfair Competition Law protects all 39 million Californians from unlawful, unfair, and fraudulent business practices," **said Attorney General Bonta.** "I am pleased that the Ninth Circuit reaffirmed the strength of California's consumer protection law and upheld our state's important role in enforcing fair competition laws on behalf of consumers. Today's decision upholding this state law is a win for consumers and a competitive marketplace."

A copy of the decision can be found [here](#).

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