

# The World of Apple IDs

We Created An AppleID An Hour Ago And You'll  
Never Believe What Happened Next

It really wasn't very exciting



# Your Host For This Session

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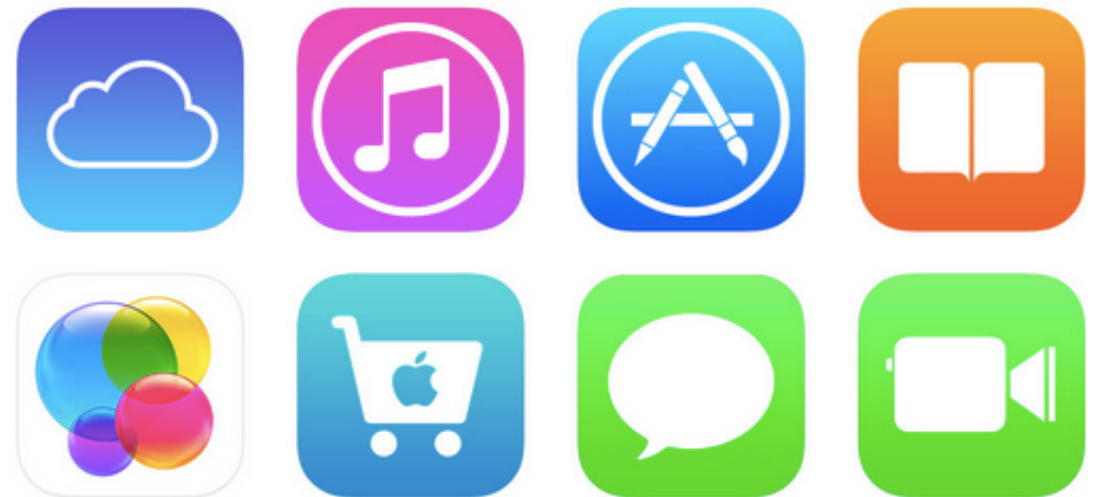
# What is the Apple ID for?

- ✦ Apple ID is the key to your access to Apple content
- ✦ Purchase history for Mac/iOS App Stores, iTunes Stores
- ✦ Access to web services (web store, iCloud)
- ✦ Access to client services (Messages, FaceTime)

## What's an Apple ID?

An Apple ID is your user name for everything you do with Apple: Shop the iTunes Store, enable iCloud on all your devices, buy from the Apple Online Store, make a reservation at an Apple Retail Store, access the Apple Support website, and more.

[Learn more about Apple ID](#) ▶





# Apple ID Basics

- ✦ Must be a real email address.
- ✦ Password must meet complexity requirements.
- ✦ May involve sacrificing a goat at some point.

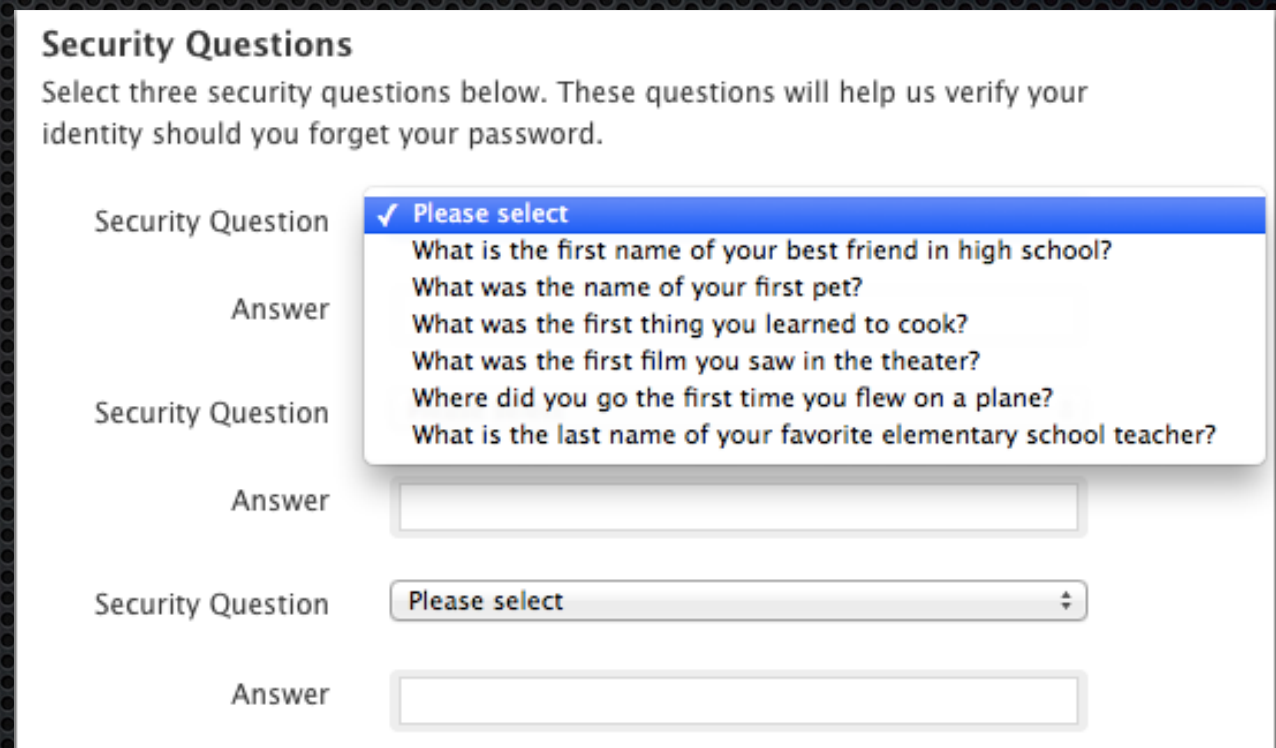
## Password must:

- ☐ Have at least one lower case character
- ☐ Have at least one capital letter
- ☐ Have at least one number
- ☐ Not contain multiple identical consecutive characters
- ☐ Not be the same as the account name
- ☐ Be at least 8 characters
- ☐ Not be a common password
- Rhyme with “orange”



# Apple ID Basics

- ✦ Three security questions, silly but mandatory.
- ✦ Date of birth to make sure you're over age 13 (also for parental control restrictions and ID verification).



The screenshot shows the 'Security Questions' setup screen for an Apple ID. It instructs the user to select three security questions from a list of six. The first question is selected, and its dropdown menu is open, showing the list of options. The second and third questions are currently unselected, with their dropdown menus showing 'Please select'.

**Security Questions**  
Select three security questions below. These questions will help us verify your identity should you forget your password.

Security Question	✓ Please select
Answer	
Security Question	Please select
Answer	
Security Question	Please select
Answer	

The list of security questions in the dropdown menu is as follows:

- What is the first name of your best friend in high school?
- What was the name of your first pet?
- What was the first thing you learned to cook?
- What was the first film you saw in the theater?
- Where did you go the first time you flew on a plane?
- What is the last name of your favorite elementary school teacher?



# Apple ID Basics

- ✦ Rescue email recommended in case there's any problem with your current email.
- ✦ They aren't actually lying about not using this rescue email for marketing.

## Rescue Email Address

Give us a rescue email address where we can send you a link to confirm your identity and let you reset your information should any security issues arise. This address is only for communicating information about your security details. We won't send any other types of messages to this address.

Rescue Email  
Address

optional



# Payment Options

Create an iTunes Store, App Store, or iBooks Store account without a credit card or other payment method

Languages English

When you use your Apple ID to sign in to the iTunes Store, App Store, or iBooks Store for the first time, you're asked to enter a payment method so that you can purchase items from the store. Follow these steps if you don't want to associate a payment method with your account.

<http://support.apple.com/kb/HT2534>

Why can't I select None when I edit my Apple ID payment information?

<http://support.apple.com/kb/TS5366>



# Apple ID Security

2-Factor authentication adds SMS verification to your Apple ID login on new devices.

## What is two-step verification for Apple ID?

Two-step verification is an additional security feature for your Apple ID that's designed to prevent anyone from accessing or using your account, even if they know your password.

It requires you to verify your identity using one of your devices before you can take any of these actions:

- Sign in to [My Apple ID](#) to manage your account
- Make an iTunes, App Store, or iBooks Store purchase from a new device
- Get Apple ID related support from Apple

<http://support.apple.com/kb/ht5570>

Useful if you have multiple devices, or manage your institutional Apple IDs as well as personal ones.



# Apple ID Security

- ✦ Forgot your password?  
<http://iforgot.apple.com/>
- ✦ Want to manage your Apple ID settings?  
<http://appleid.apple.com/>
  - ✦ Change primary email address
  - ✦ Update security questions and password
  - ✦ Change payment information
  - ✦ Associate additional email addresses
  - ✦ Sacrifice additional goats



Okay, I've got an Apple ID...  
now what?



# What can I do with it?

- App Store (iOS)
- Apple Developer programs
- Apple Online Store
- Apple Retail services and programs
  - Concierge
  - One to One
  - Joint Venture
  - Workshops
  - Youth programs
- Apple Store app
- Apple Support Communities
- Apple TV
- Bug Reporter
- Cards
- FaceTime
- Find My Friends
- Find My iPhone
- Game Center
- iBooks Store
- iChat/Messages
- iCloud (backups, saved data)
- iTunes Store
  - iTunes Genius
  - iTunes Home Sharing
  - iTunes Match
  - iTunes U
- Jobs at Apple
- Mac App Store
- **Managed Distribution (organization)**
- My Apple ID
- My Support Profile
- Photo Print Products
- Product Registration
- **Volume Purchase Program (organization)**



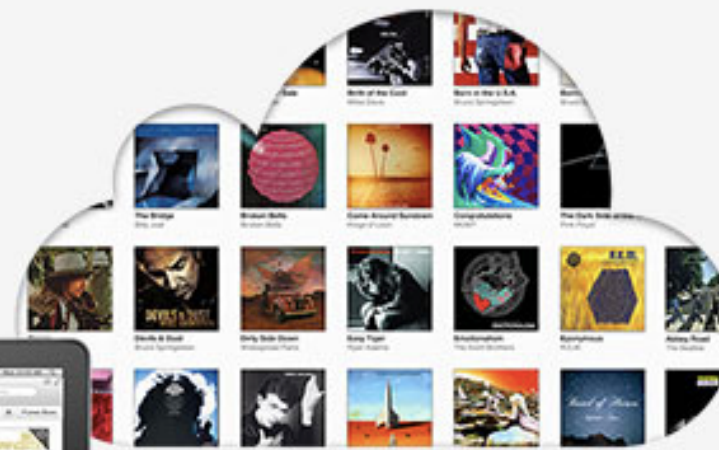
# iTunes Match

## iTunes Match

iTunes Match stores your entire music library in iCloud, including music from CDs, and lets you enjoy it anywhere, anytime, on your iOS devices, computers, or Apple TV. Now you'll also enjoy ad-free music on iTunes Radio.

### Millions of Songs to Match

Any of your songs already in the iTunes Store are automatically available in iCloud. iTunes only uploads songs without a match.



### Listen at 256 Kbps DRM-Free

Play matched songs in iTunes Store quality. Even if your original was of lower quality.

No Thanks

Subscribe for \$24.99 per Year

Your library information and unmatched songs will be uploaded to Apple and associated with your Apple ID. iTunes Match requires iOS 5 and Internet access on your iPhone, iPad, or iPod touch. 10 device limit. 25,000 song limit; your iTunes purchases are unlimited if available in the iTunes Store. Match, upload times, and eligibility will vary.



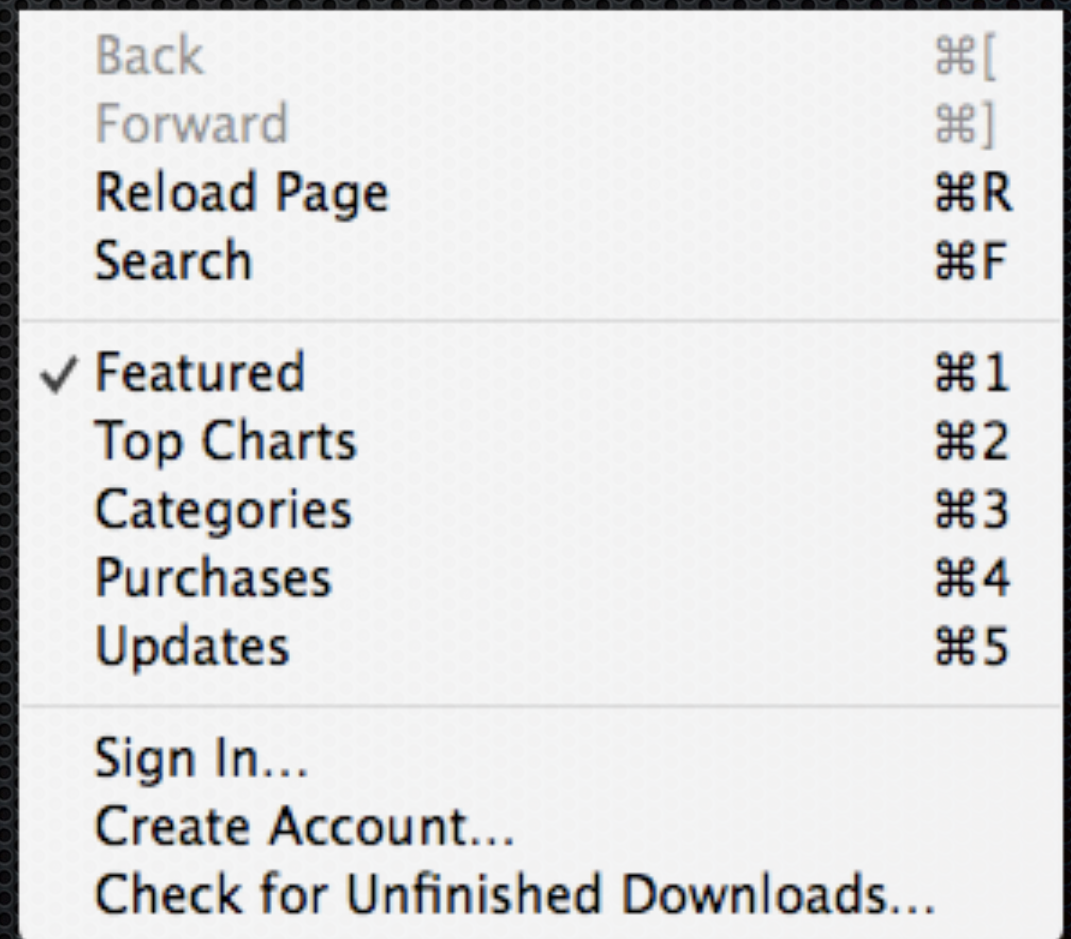
# iTunes Match

- ✦ \$25 a year subscription for 25,000 songs from your library.
  - ✦ Uploads your songs up to the cloud first.
  - ✦ Songs on the iTunes Music Store are automatically matched and do not count against the limit (or upload).
  - ✦ Can be streamed directly to devices, computers, and AppleTVs.
- ✦ iTunes Match uses *streaming*, not local downloaded copies - requires internet connection, not storage.



# App & Music Stores

- Apple's content stores require an Apple ID to purchase & download content.
- iTunes has music & iOS app stores.
- OS X has App Store.app for OS X apps only - requires 10.6.6+.





# Apple Web Services

- ✦ Become a registered developer at [developer.apple.com](https://developer.apple.com)
- ✦ Make a Genius Bar appointment
- ✦ File bugs at [bugreporter.apple.com](https://bugreporter.apple.com)
- ✦ Apply for a job at [jobs.apple.com](https://jobs.apple.com)

## Make a Reservation Genius Bar

**Sign in with your Apple ID to continue.**

Apple ID is the one account for everything you do with Apple. You may already have an Apple ID if you've ever shopped at the Apple Online Store, purchased from the iTunes Store, logged in to iCloud or accessed Apple Support.

**Don't have an Apple ID? [Create one now](#)**

## Apple Bug Reporter

Please enter your Apple ID and password.

Apple ID

Password

[Forgot Password?](#)

An [Apple ID](#) is required to use this tool.

If you are having trouble logging in, here are ways to get help:

- [Find your Apple ID.](#)
- [Reset your password.](#)
- [Request assistance with logging in to your Developer Account.](#)
- [Request assistance with Bug Reporter login issues.](#)



# Organizational Features from the user's perspective

- ✦ **Managed Distribution** - accept apps and eBooks assigned to you by your organization's MDM.
- ✦ **Volume Purchase Program codes** - redeem a VPP code using an Apple ID.
- ✦ App store/VPP codes are redeemed permanently to the AppleID, but managed distribution licenses are "loaned" to the Apple ID and can be revoked.



# Organizational Features

## from the admin's perspective

- ✦ App deployment - sign up at [deploy.apple.com](https://deploy.apple.com)
  - ✦ Requires 2-factor authentication
- ✦ Create an Apple Deployment Programs Apple ID
- ✦ Create administrator Apple IDs - they cannot be existing AppleIDs and cannot be used in the stores or other services
- ✦ Create VPP Program Administrator Apple ID (same limitations as above apply)
- ✦ MDM is a **requirement** to use these features for iOS & Macs.



# Organizational Features

## from the admin's perspective

- ✦ VPP for education guide:  
[http://images.apple.com/education/docs/VPP\\_Education\\_Guide\\_EN\\_Feb14.pdf](http://images.apple.com/education/docs/VPP_Education_Guide_EN_Feb14.pdf)
- ✦ VPP for business guide:  
[http://images.apple.com/business/docs/VPP\\_Business\\_Guide\\_USA\\_EN\\_Feb14.pdf](http://images.apple.com/business/docs/VPP_Business_Guide_USA_EN_Feb14.pdf)



# Apple IDs for Kids

- ✦ If users are under age of 13 (i.e. K-8 education), you'll need to use Apple ID for Students.
- ✦ Allows a school to create Apple IDs that are owned/managed by the school & parent.
- ✦ Exempt from specific kinds of marketing/targeted ads, and extra controls from parents/schools are available.
- ✦ Apple ID control rolls over to the individual student when they turn 13 and extra features are removed.



# What *can't* I do with it?

When you turn on iTunes Match or Automatic Downloads, or when you download past purchases on an iOS device or computer, that device or computer becomes associated with your Apple ID. Your Apple ID can have up to 10 devices and computers (combined) associated with it, with a maximum of 5 computers at any time. Each computer must also be authorized using the same Apple ID. Once a device or computer is associated with your Apple ID, you cannot associate that device or computer with another Apple ID for 90 days. You can view which devices or computers are currently associated with your Apple ID, remove unused devices or computers, and view how many days remain before the devices or computers can be associated with a different Apple ID from the Account Information page in iTunes on your computer:

<http://support.apple.com/kb/HT4627>

“Once a device is associated with your Apple ID, you cannot associate that device or computer with another Apple ID for 90 days.”



# What *can't* I do with it?

Apple has no official documentation on this, but you can only create 3-5 free **iCloud** accounts on a device during its *lifetime*. (Apple IDs and iCloud accounts do not need to be the same.)

Use of the Service requires compatible devices, Internet access, and certain software (fees may apply); may require periodic updates; and may be affected by the performance of these factors. Apple reserves the right to limit the number of Accounts that may be created from a device and the number of devices associated with an Account. High-

<http://www.apple.com/legal/internet-services/icloud/en/terms.html>



# What *can't* I do with it?

- ✦ Apple IDs are forever.
- ✦ Purchased content is permanently attached to your Apple ID - no removing or changing.
- ✦ You cannot merge or combine Apple IDs.
- ✦ You cannot (technically) delete Apple IDs.
- ✦ With some exceptions, Apple does not generally manipulate the content or history of your Apple ID, even on request.



Questions?