

FW: AppEsteem email

Agensky, Adam

Thu 4/12/2018 4:19 PM

To: Adam Agensky <AAgensky@cs-alliance.org>;

----- Beginning of forwarded message -----

02.03.2018, 13:25, "Ran Tao" <ran@appesteem.com>:

Hi [RECIPIENT],

I hope you are doing well.

We have been Receiving a lot of questions about Microsoft's new announcement and I just wanted to give you guys a little information.

You may already be aware of it: Microsoft recently announced that starting March 1st, they will be cracking down on what they consider Unwanted Software.

You can read about it here: <http://www.foxnews.com/tech/2018/02/02/microsoft-goes-after-windows-scareware-that-tries-to-pressure-for-payment.html>

and here: <https://www.bleepingcomputer.com/news/microsoft/microsoft-drops-the-hammer-on-coercive-registry-cleaners-and-system-optimizers/>

As far as how Microsoft's announcement will impact AppEsteem, we interpret the MS changes as largely aligning with AppEsteem's approach and requirements. We're in constant touch with them, and they trust us.

It's certainly possible that they will decide to be even stricter than we are. The good news is, given our relationship with them (we meet with them frequently), I think we'll find out immediately and be able to work with our Premium Customers to find out exactly what needs to be changed. That said, if you are on the Free program, if they decide to block any of your certified apps for any reason, you'll just need to contact those folks on your own.

We are encouraging App Developers to get ahead of this Microsoft change by getting Certified as soon as possible.

Let me know if you have any further questions or would like any more information.

Regards,
Ran

Ran Tao

Sales Advisor

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[Security Week on AppEsteem: "How you tell the good apps from the bad apps"](#)

[PandaLabs on AppEsteem's approach to unwanted apps: "A potential game-changer that helps everyone"](#)

4/12/2018

FW: AppEsteem email - Adam Agency

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