

**UNITED STATES OF AMERICA  
CONSUMER FINANCIAL PROTECTION BUREAU**

ADMINISTRATIVE PROCEEDING  
File No. 2024-CFPB-0012

In the Matter of:

**APPLE INC.**

**ORDER TERMINATING THE  
CONSENT ORDER**

With the consent of Apple Inc. and through its Senior Vice President and General Counsel, the Consumer Financial Protection Bureau (Bureau) issued a Consent Order on October 23, 2024, for violations of the Consumer Financial Protection Act of 2010 (CFPA), 12 U.S.C. §§ 5531(a), (c), (d)(1), 5536(a)(1)(B), related to Apple's acts or practices in connection with Apple Card in receiving and processing transaction disputes, marketing Apple Card, and designing the checkout processes for the purchase of Apple devices from Apple.

Apple has paid a civil money penalty of \$25,000,000 to the Bureau required by Section IX of the Consent Order.

Pursuant to its authority under 12 U.S.C. § 5563(b)(3), the Bureau hereby terminates this Consent Order. The Bureau also waives any alleged non-compliance therewith.

Accordingly, under Paragraph 83 of the Consent Order, the Bureau directs that the Consent Order be, and hereby is, terminated this 18<sup>th</sup> day of September, 2025.



Russell Vought  
Acting Director  
Consumer Financial Protection Bureau