



Safer by Design: What Makes Bark Different from the iPhone

iPhones prioritize privacy but leave users vulnerable to hidden dangers.
The Bark Phone closes those gaps with built-in safety that actually works.

Where iPhones falls short: critical safety gaps



Content Management

Anyone can contact the phone, and users delete texts — making it hard to spot dangers.



App safety & data Privacy

Teens can download apps without approval and share personal information with strangers.



Social media & mental Health

Apple Screen Time has workarounds. Heavy social media use increases anxiety and depression.

Real stories from the front lines: Poiema Foundation

“We struggled with iPhones because texts could be deleted, the internet could be accessed, and all sorts of dangers presented themselves. Apple Screen Time just wasn’t working.”

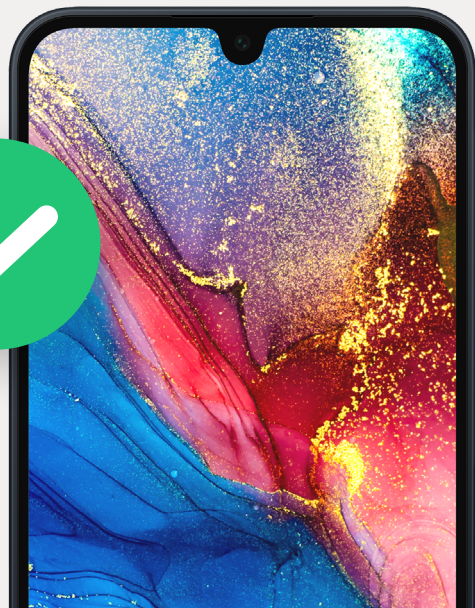
—Gabi Keele, Program Director, Poiema Foundation

In a trauma-informed recovery program, iPhones enabled survivors to:

- Reach out to past abusers
- Delete harmful messages
- Access OnlyFans and other risky platforms
- Use social media in ways that harmed mental health



Why the Bark Phone is different



Contact approvals
so no one gets
through without
permission.



Real-time monitoring
and alerts for self-
harm, drugs, and
more.



Texts can't be
deleted from
the phone.



Customizable
features so you
can add or remove
features when
needed.



App and screen
time limits that
actually work.



The Bark Phone can
be stripped down to
basic functions (talk,
text, and camera).

Contact sales@bark.us or
scan the QR code to learn
more about the Bark Phone:

