

Strictly embargoed until 00:01 Tuesday 23rd June

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Which?

Which? to represent up to 39.7 million iCloud users in multibillion pound legal claim against Apple

Millions of UK consumers who used iCloud over a seven year period are to be included as class members in Which?'s £3 billion collective claim against Apple.

Which? believes that Apple, the second largest public company in the world, has breached UK competition law by giving its iCloud storage service preferential treatment, “trapping” customers with Apple devices into using its own cloud service.

The consumer champion claims that by abusing its position in the cloud market, Apple has stifled competition and ripped off millions of customers in the process. Which? asserts that this led to consumers being overcharged each year through their monthly iCloud subscription fees and to them being given less free storage than would otherwise have been the case.

Which? filed its opt-out collective claim against Apple at the Competition Appeal Tribunal on behalf of affected consumers in November 2024. The ability to bring claims on behalf of consumers on an opt-out basis is something Which? has championed for many years and was introduced by the Consumer Rights Act 2015.

Recently, the Tribunal granted Which? its ‘Collective Proceedings Order’ or ‘CPO’, giving Which? permission to proceed with the claim on an opt-out collective basis. The granting of the CPO marks a significant milestone in the battle for more choice in the consumer cloud market and is an essential step in allowing the consumer champion to progress its claim against the tech giant.

If successful, Which?'s legal action could help millions of consumers get redress for Apple's anticompetitive abuse, with a potential payout of up to £77 per person.

If consumers used iCloud services at any time between 8 November 2018 and 8 June 2026 and were living in the UK on 8 June 2026, they will be automatically included as a class member unless they actively choose to opt out of the claim. Any consumers who first obtained iCloud services after 8 June 2026 will not be included in the class.

If a class member chooses to opt out, they will lose the right to any compensation from this claim should Which? ultimately be successful.

If consumers were not living in the UK on 8 June 2026, but have used iCloud services between 8 November 2018 and 8 June 2026, they can choose to opt in to Which?'s claim.

Consumers living in the UK on 8 June 2026 will need to notify Which? by 8 October 2026 of their choice to opt-out, using the claim website. Consumers not living in the UK on 8 June

2026 will also need to notify Which? by 8 October 2026 of their choice to opt in using the claim website. To understand more about opting out and opting in, and to register for updates about the claim, people should visit <http://www.cloudclaim.co.uk/>.

Anabel Hoults, Which? Chief Executive, said:

“Which? wants to make clear that no company, no matter how powerful, can get away with abusing its position. The granting of the CPO means we’re one step closer to getting consumers the redress we believe they are owed from Apple and should send a strong message to any other companies using anti-competitive tactics.

“We now urge everyone who thinks they may be affected to visit www.cloudclaim.co.uk to find out more about the claim and sign up for updates.”

-ENDS-

Notes **to** **editors**

When Which? launched its claim in 2024, Apple said that it rejected “any suggestion that our iCloud practices are anti-competitive and will vigorously defend against any legal claim otherwise”.

Please see a copy of the CPO Notice and CPO Order which has been issued by the Competition Appeal Tribunal, where you can find more information on how consumers can opt-in or opt-out of the claim.

More information on the claim and the process for opting out or in can be found at the claim website: www.cloudclaim.co.uk

How collective proceedings work

- Collective proceedings are legal proceedings brought on behalf of individual consumers who have been affected by a common event or series of events. In this scenario Which? is representing UK iCloud users, working to get compensation for what it believes consumers are owed and requiring Apple to open up iOS to allow users a real choice for cloud services.
- Collective proceedings can be brought on an ‘opt-out’ basis, where members of the class are automatically included in the claim unless they decide not to be. They can also be brought on an ‘opt-in’ basis, where members of the class must choose to join and be part of the claim.
- The claim by Which? is being brought on an ‘opt-out’ and ‘opt-in’ basis. This means that, if consumers are eligible and live in the UK, they will automatically be included in the claim unless they tell Which? that they do not want to be. If consumers live abroad but are otherwise eligible, they need to tell Which? that they want to be included.
If consumers wish to opt in or out, they must do so by 8th October 2026.
- There is no guarantee that compensation will be made available in the future – the case must first be won in the Competition Appeal Tribunal, unless an earlier settlement is agreed.

Background on the legal case

- Which? has instructed leading international law firm Willkie Farr & Gallagher (UK) LLP on this landmark case. LCM Funding UK Limited, which is a subsidiary of Litigation Capital Management (LCM), one of the world's largest litigation funders, will fund the claim, partnering with Which? and Willkie to see this action through to the end. Everything is in place to get the best possible result for UK consumers and ensure that Apple is made to pay for what Which? believes is unlawful and harmful conduct.
- Which? has launched legal action against US tech giant Apple on behalf of UK consumers that have used iCloud from 8 November 2018 - to win them back around £3 billion in damages and to stop Apple's anti-competitive behaviour.

Which? believes Apple has been:

1. Favouring its own cloud storage services on its iOS devices, compared to other cloud storage providers, by having technical restrictions and practices that prevent users of iOS from storing key file types on different cloud storage devices (i.e. restricted files), as well as using unfair choice architecture to steer customers to use iCloud services over competing services; and
2. Tying iCloud services to iOS devices, which are purchased by consumers. Together, this unlawful conduct locks users into Apple's iCloud storage services, prevents them from switching to alternative cloud providers and enables Apple to charge higher fees for iCloud services than would be the case if Apple behaved lawfully.

About Which?

Which? is the UK's consumer champion, empowering people to make confident choices and demand better. Through our research, investigations and product testing, we provide trusted insight and expert recommendations on the issues that matter most to consumers.

Fiercely independent, we put people over profit - shining a light on unfair practices, influencing policy and holding businesses to account to make life simpler, fairer and safer for everyone.

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