Managing accounts

When it doesn't create an unnecessary barrier to your experience, an account can be a convenient way for people to access their content and track personal details.

Best practices

- **Explain the benefits of creating an account and how to sign up.** If your app or game requires an account, write a brief, friendly description of the reasons for the requirement and its benefits. Display this message on the sign-in screen.
- **Delay sign-in for as long as possible.** People often abandon apps when they're forced to sign in before they can do anything useful. To help avoid this situation, give people a chance to get a sense of what your app or game does before asking them to make a commitment to it.
- **If you don't use Sign in with Apple in your iOS, iPadOS, or macOS app, prefer using a passkey.** Passkeys simplify account creation and authentication, eliminating the need for people to create or enter passwords. When an app enables passkeys, people simply provide their user name when creating a new account or signing in to an existing one.
- **Always identify the authentication method you offer.** For example, if you display a button for signing in to your app with Face ID, title it using a phrase like "Sign In with Face ID" instead of a generic phrase like "Sign In."
- **Refer only to authentication methods that are available in the current context.** For example, don't reference Face ID on a device that doesn't offer it. Check the device's capabilities and use the appropriate terminology.

Deleting accounts

If you help people create an account within your app or game, you must also help them delete it, not just deactivate it. In addition to following the guidelines below, be sure to

understand and comply with your region's legal requirements related to account deletion and the right to be forgotten.

- **Provide a clear way to initiate account deletion within your app or game.** If people can't perform account deletion within your app, you must provide a direct link to the webpage on which people can do so.
- **Provide a consistent account-deletion experience whether people perform it within your app or game or on the website.**
- **Consider letting people schedule account deletion to occur in the future.** People can appreciate the opportunity to use their remaining services or wait until their subscription auto-renews before deleting their account.
- **Tell people when account deletion will complete, and notify them when it's finished.**
- **If you support in-app purchases, help people understand how billing and cancellation work when they delete their account.**