Hello,

Thank you for your efforts to follow our guidelines. There are still some issues that need your attention.

If you have any questions, we are here to help. Reply to this message in App Store Connect and let us know.

**Review Environment**

Submission ID: 187bf26b-59f7-4407-8c37-fcc99b823259

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Version reviewed: 1.0

**Guideline 2.1 - Information Needed**

We have started our review, but we need additional information to continue. Specifically, it appears your app may access or include paid digital content or services, and we want to understand your business model before completing our review.

**Next Steps**

Please review the following questions and provide as much detailed information about your business model as you can.

1. Who are the users that will use the paid services in the app?

2. Where can users purchase the services that can be accessed in the app?

3. What specific types of previously purchased services can a user access in the app?

4. What paid content, subscriptions, or features are unlocked within your app that do not use in-app purchase?

5. Are the enterprise services in your app sold to single users, consumers, or for family use?

6. How do users obtain an account? Do users have to pay a fee to create an account?

**Guideline 2.3.3 - Performance - Accurate Metadata**

*2.3.3 Screenshots should show the app in use, and not merely the title art, login page, or splash screen. They may also include text and image overlays (e.g. to demonstrate input mechanisms, such as an animated touch point or Apple Pencil) and show extended functionality on device, such as Touch Bar.*

**Issue Description**

Some or all of the provided screenshots do not sufficiently show the app in use. Screenshots should highlight the app's core concept to help users understand the app’s functionality and value.

Follow these requirements when adding or updating screenshots:

- Marketing or promotional materials that do not reflect the UI of the app are not appropriate for screenshots.

- The majority of the screenshots should highlight the app's main features and functionality.

- Confirm that the app looks and behaves identically in all languages and on all supported devices.

- Make sure that the screenshots show the app in use on the correct device, unless they are included to demonstrate that the app can be used on multiple Apple platforms. For example, iPhone screenshots should be taken on iPhone, not on iPad.

**Next Steps**

The iPad Pro (2nd Gen) and 13-inch iPad screenshots show an iPhone device frame and show an iPhone image that has been modified or stretched to appear to be an iPad image. Upload new screenshots that accurately reflect the app in use on each of the supported devices.

**Guideline 5.1.1(v) - Data Collection and Storage**

*5.1.1(v) Account Sign-In If your app doesn’t include significant account-based features, let people use it without a login. If your app supports account creation, you must also offer account deletion within the app. Apps may not require users to enter personal information to function, except when directly relevant to the core functionality of the app or required by law. If your core app functionality is not related to a specific social network (e.g. Facebook, WeChat, Weibo, Twitter, etc.), you must provide access without a login or via another mechanism. Pulling basic profile information, sharing to the social network, or inviting friends to use the app are not considered core app functionality. The app must also include a mechanism to revoke social network credentials and disable data access between the app and social network from within the app. An app may not store credentials or tokens to social networks off of the device and may only use such credentials or tokens to directly connect to the social network from the app itself while the app is in use.*

**Issue Description**

The app supports account creation but does not include an option to initiate account deletion. Apps that support account creation must also offer account deletion to give users more control of the data they've shared while using an app.

Follow these requirements when updating an app to support account deletion:

- Only offering to temporarily deactivate or disable an account is insufficient.

- If users need to visit a website to finish deleting their account, include a link directly to the website page where they can complete the process.

- Apps may include confirmation steps to prevent users from accidentally deleting their account. However, only apps in highly-regulated industries may require users to use customer service resources, such as making a phone call or sending an email, to complete account deletion.

**Next Steps**

Update the app to support account deletion. If the app already supports account deletion, reply to App Review in App Store Connect and identify where to locate this feature.

If the app is unable to offer account deletion or needs to provide additional customer service flows to facilitate and confirm account deletion, either because the app operates in a highly-regulated industry or for some other reason, reply to App Review in App Store Connect and provide additional information or documentation. For questions regarding legal obligations, check with legal counsel.

**Support**

- Reply to this message in your preferred language if you need assistance. If you need additional support, use the [Contact Us module](https://developer.apple.com/contact/topic/#!/topic/select).

- Consult with fellow developers and Apple engineers on the [Apple Developer Forums](https://developer.apple.com/forums/).

- Help improve the review process or identify a need for clarity in our policies by [suggesting guideline changes](https://developer.apple.com/contact/app-store/?topic=guideline).

- Request a 30-minute online meeting with an App Review expert to [discuss the guidelines and best practices for a smooth review process](https://developer.apple.com/events/view/upcoming-events?search=review).

**Request a phone call from App Review**

At your request, we can arrange for an Apple Representative to call you within the next three to five business days to discuss your App Review issue.