

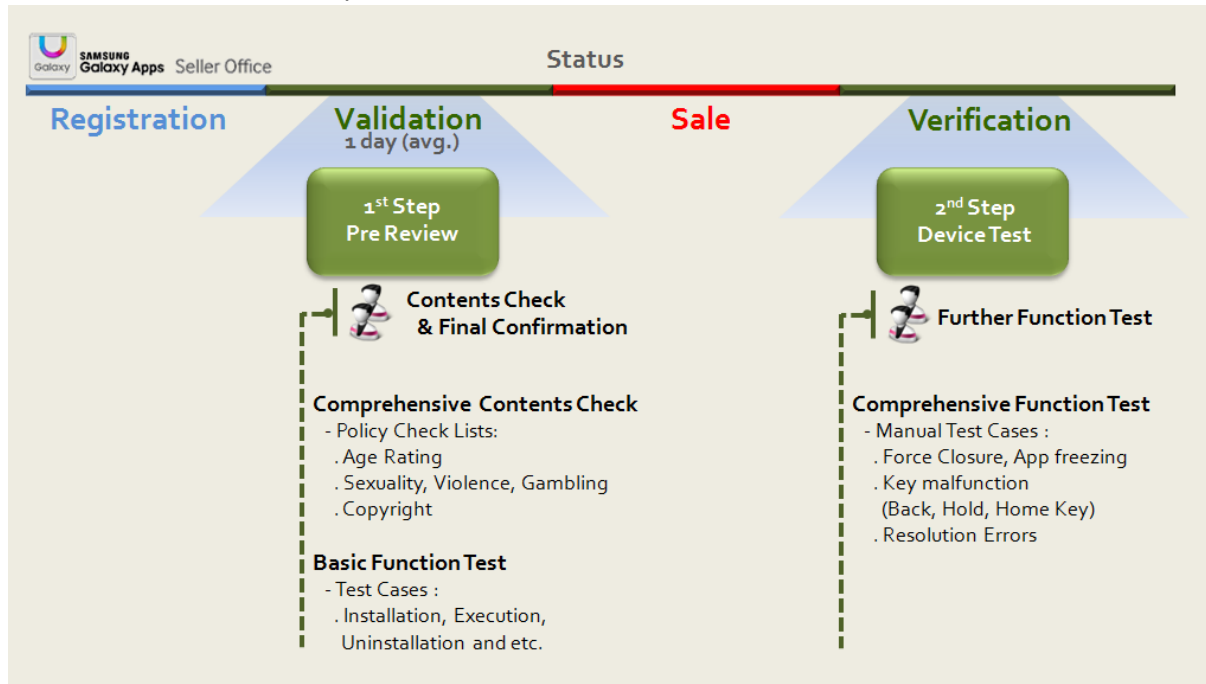
Samsung GalaxyApps

Certification Guide

Samsung Electronics Co.,Ltd.

Validation Process

Validation consists of two steps; Pre Review and Device Test.



- **Pre Review:** Validation Team reviews app content and basic functions such as installation and execution. Normally Pre Review takes a one single day (business day), however, it may take longer.
※ Gear, Open Theme and other specialized app may take 5 days or more.
- **Device Test:** If application passes from Pre Review, we check app functionality in detail based on test criteria as below (see 3.1 to 3.4).
If app has functional problem, it could be suspend or service country/device could be modified.

NOTE • Once you finish app registration, you can check validation status on Seller Office.
(<http://seller.samsungapps.com>).

- **Registering:** You have not finished app registration, please check if you click 'Submit' button.
- **For Sale:** App has passed validation.
- **Suspended:** App is temporarily suspended since functional problem had been found as a result of 2nd Device Test step. Please click 'Check the reason' button and check the detailed validation report.

Validation Policy

This guiding document is classified under three heads; Performance, Restricted Content and Legal.

Validation Team will reject app which content or behavior is not in accordance with guiding requirements. Samsung reserves the right to approve or withhold approvals and rejections at its sole discretion. If any content is found to be objectionable by users, or if it does not comply with Validation guidelines, Samsung can remove any apps or content from GalaxyApps at any time without seller consent.

1. Performance

Apps should not crash nor have functional bugs while running.

Ensure that app functions and metadata comply with validation policy.

1.1 Functionality

1.1.1 Apps should run as users expect after download.

(i) Installation, Execution and Uninstallation without errors.

(ii) App features should not crash or cause functional problems.

1.1.2 Apps should not include hidden features.

1.1.3 Trial or Beta version binaries should not be submitted.

1.1.4 If app includes log-in, provide test account info such as ID and Password.

1.1.5 Apps that include malwares or transmit viruses such as Push Notifications will be rejected.

1.1.6 App that makes shortcuts or bundles of icons will be rejected.

1.1.7 Apps must not facilitate automatic update.

1.2 Usability

- 1.2.1 Apps should be valuable, entertaining, unique or informative. Apps which do not provide any sort of values will be rejected.
- 1.2.2 Do not submit multiple bundles of the same app. Duplicate apps will be rejected.
- 1.2.3 Apps that are a collection of advertisements, web clippings, website links or a video may not be accepted.
- 1.2.4 Excessive advertisements that degrade user experience may be rejected.
- 1.2.5 Apps should be designed in consideration of aesthetic factors. Graphics should be visible and texts should be readable without truncation or distortion. App screen size should fill the device screen.
- 1.2.6 Apps should not cheat users with irrationally high prices.
- 1.2.7 Store type app which offers app download inside the app is not allowed.
- 1.2.8 Apps should minimize user effort. If it is not easy to understand due to complex interface, it may be rejected.
- 1.2.9 Apps should be launched smoothly within a reasonable time (5 seconds), or provide appropriate progress indication (loading progress bar) for any task that takes time.

1.3 Metadata

- 1.3.1 Metadata should be appropriate for users of all ages.
- 1.3.2 Metadata should support English as default language if app selects more than two countries.
- 1.3.3 Previews, screenshots and description should show the actual app functionality, should not cheat users with false or inaccurate functions.
- 1.3.4 If app requires in-app purchases or in-app advertisements, indicate that in previews, description and screenshots.
- 1.3.5 Do not include irrelevant keywords in metadata. Apps that include misleading or fraudulent words will be rejected.
- 1.3.6 Select appropriate age rating and category to the ones that can describe app content and functions well. Validation Team may change age restriction and category if incorrect ones are selected.
- 1.3.7 Metadata should not include reference or relevant images of other appstore or mobile platforms for promotional purpose.
- 1.3.8 All included and specified URLs such as privacy policy and terms & conditions should not have problem from its content and functional point of view

1.4 Hardware Compatibility

- 1.4.1 Apps should not make sound in silent mode.
- 1.4.2 Apps should not change device default settings or restart device.
Apps should not cause problems of the embedded device features, hardware and system events. (e.g. Bluetooth, G-sensor, Wi-Fi, Camera, Call, Volume/Hold Key, Alarm, SMS/MMS, etc.)
- 1.4.3 Apps should not crash when rotating device or plugging device accessories such as ear phones into device.
- 1.4.4 Apps should not excessively consume current, generate heat or rapidly drain battery.
- 1.4.5 Apps should run successfully without problems on all devices which belong to the same compatible group

2. Restricted Content

Check this part that explains content restriction and keep within bounds.

Validation Team can remove certain countries if your app does not comply with local laws or customs.

2.1 Sexually Explicit Content

- 2.1.1 Apps must not include explicit nudity, pornography, sex acts or sexually suggestive poses.
- 2.1.2 Apps must not describe, depict or encourage exploitative behavior such as sexual abuse, sexual assault or bestiality.

2.2 Violence

- 2.2.1 Apps must not describe, depict or encourage murder, suicide, torture or abuse.
- 2.2.2 Apps must not include violent threats toward people or animals.
- 2.4.1 Apps must not include recklessly gruesome content including but not limited to excessive bleeding.
- 2.2.4 Weapons, bomb, terrorist or any other dangerous objects may be rejected.

2.3 Alcohol, Tobacco and Drugs

- 2.3.1 Apps must not describe or depict illegal alcohol, tobacco or drugs.
- 2.3.2 Apps should not promote sales of alcohol, tobacco or drugs to minors.
- 2.3.3 Apps should not encourage excessive consumption of alcohol, tobacco or drugs.
- 2.3.4 Medical apps should give users a notice that the medical information could be inaccurate

2.4 Defamation or Slander

- 2.4.1 Apps must not include defamatory content which target a particular person or group of race, sexual orientation, gender, ethnicity, nationality, religion, disability or ideology.
- 2.4.2 Apps should not include swear words or unprovoked slander toward a particular person or group.
- 2.4.3 Apps should not include inflammatory content about specific religion or political propaganda.
- 2.4.4 Apps should not include excessively unpleasant, repellent or vulgar expressions.
- 2.4.5 Apps must go through necessary national censorship and get permissions in the locations where the app is published. Censorship could be done for the following areas of contents: Political, Social, Conflict/Security and etc

2.5 Game and Gambling

- 2.5.1 Apps that offer real money or prizes will be rejected.
- 2.5.2 Gaming apps that promote online gamble, including but not limited to lotteries, casinos, sweepstakes or sports betting are not allowed.
- 2.5.3 Game with 18+ age restriction should acquire Game Rating and Administration Committee ("GRAC") certificate for Korea market.

2.6 User Generated Content

- 2.6.1 Apps that include user generated content should have a mechanism to filter restricted content from the apps.
- 2.6.2 Apps with user generated content should have measures to cope with intellectual property infringement.
- 2.6.3 There should be contact info notified so that users can report you the restricted content or intellectual property infringement.

2.7 Advertisements

Any apps with advertisement containing the following contents will be rejected.

- Any type of violence and abuse of humans and animals
- Any type of depictions of sex, pornography, pedophilia
- Any type of adult friend finders or dating sites with a sexual emphasis, adult toys, videos, or other adult products
- Any type of obscene, vulgar or inappropriate language
- Any type of defamatory, libelous, slanderous and/or unlawful content
- Any type of promotions and unnecessary references of alcohol, smoking and drug
- Any type of offensive references and discrimination towards humanity (e.g. racial, political, ethnic, religious, gender-based, sexuality-based or personal)
- Any type of overtly political communication
- Any form of illegal activity or their promotion
- Any type of illegal substance or activity sites with illegal, false or deceptive investment advice and money-making opportunities
- Any type of uncertified pharmaceutical products
- Any type of content reasonable public consensus seems to be improper or inappropriate

3. Legal

This part describes the minimum level of legal requirements which apps must conform to.

Apps must comply with all local laws where they are available. Please make sure to check local laws along with the guidelines below.

3.1 Privacy

- 3.1.1 Apps that use, collect, transmit, or share user information (e.g. location, calendar, SMS/MMS, etc.) must comply with applicable local laws and GalaxyApps privacy policy.
- 3.1.2 Apps that access user information must obtain user consent and declare how and where the data will be used.
- 3.1.3 Apps must not share user data with third parties without user consent.
- 3.1.4 Apps must not require excessive permissions or personal information.
- 3.1.5 If app includes user information-based advertisements or push messages, it must obtain user consent.
- 3.1.6 Apps must not cause security warnings or other malicious means that try to obtain user information

3.2 Intellectual Property

- 3.2.1 Apps must not copy the existing apps on GalaxyApps.
- 3.2.2 Apps should not facilitate app download inside the app.
- 3.2.3 Apps should not use Samsung brand, trademark, logo or other identifiers. Even a reference could not be allowed if it suggests Samsung is a supplier of the app or misleads users about Samsung device.
- 3.2.4 Apps should not use protected materials by protection laws including but not limited to copyright, trademark or patent without permission. If you are a copyright owner and find copycat on GalaxyApps, please contact the developer directly or [submit a claim](#).
- 3.2.5 Apps should not offer any methods to share protected materials or download files from a third party website or server without authorization.
- 3.2.6 If app includes FOSS (Free and Open Source Software), it must comply with applicable open source software license terms.

3.3 Kids Apps

- 3.3.1 Apps of Kids category must comply with applicable children's privacy statutes including but not limited to Children's Online Privacy Protection Act ("COPPA").
- 3.3.2 Apps must be specially designed for kids under 13 age restriction.
- 3.3.3 Apps must not include in-app purchases, in-app advertisements or links outside of the app without proper parental controls.

3.4 Other Legal Requirement

- 3.4.1 Apps must observe and comply with all legal requirements and local customs of locations where the app is published. If any content fails to comply with legal requirements or local customs, it will be rejected.
- 3.4.2 Apps must not describe illegal activities or services.