**1. Safety**

When people install an app from the App Store, they want to feel confident that it’s safe to do so—that the app doesn’t contain upsetting or offensive content, won’t damage their device, and isn’t likely to cause physical harm from its use. We’ve outlined the major pitfalls below, but if you’re looking to shock and offend people, the App Store isn’t the right place for your app.

* **1.1 Objectionable Content**

Apps should not include content that is offensive, insensitive, upsetting, intended to disgust, or in exceptionally poor taste. Examples of such content include:

* + **1.1.1** Defamatory or mean-spirited content, including references or commentary about religion, race, sexual orientation, gender, or other targeted groups, particularly if the app is likely to place a targeted individual or group in harm’s way. Professional political satirists and humorists are generally exempt from this requirement.
  + **1.1.2** Realistic portrayals of people or animals being killed, maimed, tortured, or abused, or content that encourages violence. “Enemies” within the context of a game cannot solely target a specific race, culture, real government, corporation, or any other real entity.
  + **1.1.3** Depictions that encourage illegal or reckless use of weapons and dangerous objects, or facilitate the purchase of firearms.
  + **1.1.4** Overtly sexual or pornographic material, defined by Webster's Dictionary as "explicit descriptions or displays of sexual organs or activities intended to stimulate erotic rather than aesthetic or emotional feelings."
  + **1.1.5** Inflammatory religious commentary or inaccurate or misleading quotations of religious texts.
  + **1.1.6** False information and features, including inaccurate device data or trick/joke functionality, such as fake location trackers. Stating that the app is “for entertainment purposes” won’t overcome this guideline. Apps that enable anonymous or prank phone calls or SMS/MMS messaging will be rejected.
* **1.2 User Generated Content**

Apps with user-generated content present particular challenges, ranging from intellectual property infringement to anonymous bullying. To prevent abuse, apps with user-generated content or social networking services must include:

* + A method for filtering objectionable material from being posted to the app
  + A mechanism to report offensive content and timely responses to concerns
  + The ability to block abusive users from the service
  + Published contact information so users can easily reach you

Apps with user-generated content or services that end up being used primarily for pornographic content, objectification of real people (e.g. “hot-or-not” voting), making physical threats, or bullying do not belong on the App Store and may be removed without notice. If your app includes user-generated content from a web-based service, it may display incidental mature “NSFW” content, provided that the content is hidden by default and only displayed when the user turns it on via your website.

* **1.3 Kids Category**

The Kids Category is a great way for people to easily find apps that are appropriate for children. If you want to participate in the Kids Category, you should focus on creating a great experience specifically for younger users. These apps must not include links out of the app, purchasing opportunities, or other distractions to kids unless reserved for a designated area behind a parental gate. Keep in mind that once customers expect your app to follow the Kids Category requirements, it will need to continue to meet these guidelines in subsequent updates, even if you decide to deselect the category. Learn more about [parental gates](https://developer.apple.com/app-store/parental-gates/).

Apps in the Kids Category may not include behavioral advertising (e.g. the advertiser may not serve ads based on the user’s activity), and any contextual ads must be appropriate for young audiences. You should also pay particular attention to privacy laws around the world relating to the collection of data from children online. Be sure to review the [Privacy section](https://developer.apple.com/app-store/review/guidelines/#privacy) of these guidelines for more information.

* **1.4 Physical Harm**

If your app behaves in a way that risks physical harm, we may reject it. For example:

* + **1.4.1** Medical apps that could provide inaccurate data or information, or that could be used for diagnosing or treating patients may be reviewed with greater scrutiny. If your medical app has received regulatory clearance, please submit a link to that documentation with your app.
  + **1.4.2** Drug dosage calculators must come from the drug manufacturer, a hospital, university, health insurance company, or other approved entity, or receive approval by the FDA or one of its international counterparts. Given the potential harm to patients, we need to be sure that the app will be supported and updated over the long term.
  + **1.4.3** Apps should not encourage illegal or excessive consumption of drugs or alcohol; or encourage minors to consume drugs, alcohol, or tobacco; and facilitating the sale of marijuana isn’t allowed.
  + **1.4.4** Apps may only display DUI checkpoints that are published by law enforcement agencies, and should never encourage drunk driving or other reckless behavior such as excessive speed.
  + **1.4.5** Apps should not urge customers to use their devices in a way that contradicts safety documentation for Apple hardware, risking damage to the device or physical harm to people. For example, apps should not encourage placing the device under a mattress or pillow while charging. Review [device documentation](https://support.apple.com/).
* **1.5 Developer Information**

People need to know how to reach you with questions and support issues. Make sure your Support URL includes an easy way to reach you. Failure to include accurate and up-to-date contact information not only frustrates customers, but may violate the law in some countries. Also ensure that Wallet passes include valid contact information from the issuer and are signed with a dedicated certificate assigned to the brand or trademark owner of the pass.

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1。安全

当人们从应用程序商店安装一个应用程序，他们想相信它是安全的，这样做的应用程序不包含损坏或进攻内容，不会损坏他们的设备，并不会造成其使用的物理伤害。我们已经概述了下面的主要陷阱，但如果你想震惊和得罪人，应用程序商店是不是你的应用程序的正确位置。

1.1令人反感的内容

应用程序不应该包含的内容是进攻，不敏感，心烦意乱，意在厌恶，或在非常差的味道。这些内容的例子包括：

1.1.1诽谤或卑鄙的内容，包括引用或评论关于宗教、种族、性取向、性别或其他目标群体，特别是如果应用程序是可能的地方有针对性的个体或群体伤害的方式。专业的政治讽刺作家和幽默作家一般都是免除这一要求。

1.1.2现实描绘人或动物被杀害、致残、折磨、或滥用，或内容，鼓励暴力。游戏中的“敌人”不能仅仅针对某个特定的种族、文化、真实政府、公司或其他真实实体。

1.1.3描绘，鼓励非法或轻率地使用武器和危险的物品，或促进购买枪支。

1.1.4性感或色情材料，通过Webster的词典定义为“性器官或明确的描述或展示活动旨在激发性欲而不是审美或情感。”

1.1.5炎症宗教评论或错误或误导性的语录宗教文本。

1.1.6虚假信息和特征，包括不准确的设备数据或恶作剧玩笑的功能，如假定位跟踪器。说明应用程序是“为了娱乐目的”不会克服这个准则。应用程序启用匿名或恶作剧电话或短信/彩信消息将被拒绝。

1.2用户生成内容

与用户生成内容的应用程序提出了特别的挑战，从知识产权侵权到匿名欺负。为了防止滥用，应用程序与用户生成的内容或社交网络服务必须包括：

一个被发布到App内容过滤方法

报告攻击内容和及时回应关切的机制

阻止滥用用户服务的能力

发布联系人信息，让用户可以轻松地联系你

与用户生成的内容或服务，最终被主要用于色情内容的应用程序，真正的人的对象化（例如“热不热”的投票），使身体的威胁，或欺负行为不属于在App Store和可能会被删除，恕不另行通知。如果你的应用程序包括由网络服务内容的用户，它可能会显示附带成熟“NSFW”的内容，但内容默认是隐藏的，只显示当用户打开它通过你的网站。

1.3个孩子的范畴

孩子类是一个很好的方式让人们很容易地找到适合儿童的应用程序。如果你想参加孩子类，你应该专注于创造一个伟大的经验，专门为年轻用户。这些应用程序不包括链接的应用程序，购买机会，或其他分心的孩子，除非预留在父母的门后指定的区域。记住，一旦客户期望你的应用要遵循孩子范畴的要求，它将需要继续满足后续更新这些指南，即使你决定取消类。了解更多关于父母的大门。

在儿童类别中的应用程序可能不包括行为广告（例如，广告客户可能不基于用户的活动服务的广告），和任何上下文广告必须适合年轻观众。您还应该特别注意世界各地的隐私法有关收集儿童在线数据。请务必审阅这些信息的隐私部分以获取更多信息。

1.4物理伤害

如果您的应用程序的行为方式，危害身体的伤害，我们可能会拒绝它。例如:

1.4.1医疗应用程序可能提供不准确的数据或信息，或可用于诊断或治疗的患者可进行更严格的审查。如果您的医疗应用程序已收到监管间隙，请提交链接到该文档与您的应用程序。

1.4.2药物剂量计算器必须来自药品生产企业、医院、大学、医疗保险公司、或其他经批准的实体，或获得批准由FDA或其国际同行。鉴于潜在的伤害患者，我们需要确保该应用程序将得到支持和更新的长期。

1.4.3应用程序不应鼓励非法或过量药物或酒精消费；或鼓励未成年人吸毒、酒精或烟草；促进销售大麻是不允许的。

1.4.4应用程序可能只显示

2. [**Performance**](https://developer.apple.com/app-store/review/guidelines/#performance)

* 2.1 [App Completeness](https://developer.apple.com/app-store/review/guidelines/#app-completeness)
* 2.2 [Beta Testing](https://developer.apple.com/app-store/review/guidelines/#beta-testing)
* 2.3 [Accurate Metadata](https://developer.apple.com/app-store/review/guidelines/#accurate-metadata)
* 2.4 [Hardware Compatibility](https://developer.apple.com/app-store/review/guidelines/#hardware-compatibility)
* 2.5 [Software Requirements](https://developer.apple.com/app-store/review/guidelines/#software-requirements)

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2。性能

2.1应用程序的完整性

2.2测试

2.3准确的元数据

2.4硬件兼容性

2.5软件要求

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**2. Performance**

* **2.1 App Completeness**

Submissions to App Review should be final versions with all necessary metadata and fully functional URLs included; placeholder text, empty websites, and other temporary content should be scrubbed before submission. Make sure your app has been tested on-device for bugs and stability before you submit it, and include demo account info (and turn on your back-end service!) if your app includes a login. If you offer in-app purchases in your app, make sure they are complete, up-to-date, and visible to the reviewer, or that you explain why not in your review notes. Please don’t treat App Review as a software testing service. We will reject incomplete app bundles and binaries that crash or exhibit obvious technical problems.

* **2.2 Beta Testing**

Demos, betas, and trial versions of your app don’t belong on the App Store – use TestFlight instead. Any app submitted for beta distribution via TestFlight should be intended for public distribution and should comply with the App Review Guidelines. Note, however, that apps using TestFlight cannot be distributed to testers in exchange for compensation of any kind, including as a reward for crowd-sourced funding. Significant updates to your beta build should be submitted to TestFlight App Review before being distributed to your testers. To learn more, visit the [TestFlight Beta Testing](https://developer.apple.com/testflight/).

* **2.3 Accurate Metadata**

Customers should know what they’re getting when they download or buy your app, so make sure your app description, screenshots, and previews accurately reflect the app’s core experience and remember to keep them up-to-date with new versions.

* + **2.3.1** Don’t include any hidden or undocumented features in your app; your app’s functionality should be clear to end-users and App Review. Egregious or repeated behavior is grounds for removal from the Developer Program. We work hard to make the App Store a trustworthy ecosystem and expect our app developers to follow suit; if you’re dishonest, we don’t want to do business with you.
  + **2.3.2** If your app includes in-app purchases, make sure your app description, screenshots, and previews clearly indicate whether any featured items, levels, subscriptions, etc. require additional purchases.
  + **2.3.3** Screenshots should show the app in use, and not merely the title art, log-in page, or splash screen.
  + **2.3.4** Previews are a great way for customers to see what your app looks like and what it does. To ensure people understand what they’ll be getting with your app, previews may only use video screen captures of the app itself. Stickers and iMessage extensions may show the user experience in the Messages app. You can add narration and video or textual overlays to help explain anything that isn’t clear from the video alone.
  + **2.3.5** Select the most appropriate category for your app, and check out the [App Store Category Definitions](https://developer.apple.com/app-store/categories/) if you need help. If you’re way off base, we may change the category for you.
  + **2.3.6** Answer the age rating questions in iTunes Connect honestly so that your app aligns properly with parental controls. If your app is mis-rated, customers might be surprised by what they get, or it could trigger an inquiry from government regulators.
  + **2.3.7** Choose a unique app name, assign keywords that accurately describe your app, and don’t try to pack any of your metadata with trademarked terms, popular app names, or other irrelevant phrases just to game the system. App names must be limited to 50 characters and should not include terms or descriptions that are not the name of the app. Apple may modify inappropriate keywords at any time.
  + **2.3.8** Metadata should be appropriate for all audiences, so make sure your icons, screenshots, and previews adhere to a 4+ age rating even if your app is rated higher. For example, if your app is a game that includes violence, select images that don’t depict a gruesome death or a gun pointed at a specific character. Remember to ensure your metadata, including app name and icons (small, large, Apple Watch app, etc.), are similar to avoid creating confusion.
  + **2.3.9** You are responsible for securing the rights to use all materials in your app icons, screenshots, and previews, and you should display fictional account information instead of data from a real person.
  + **2.3.10** Make sure your app is focused on the iOS, Mac, Apple TV or Apple Watch experience, and don’t include names, icons, or imagery of other mobile platforms in your app or metadata, unless there is specific, approved interactive functionality.
* **2.4 Hardware Compatibility**
  + **2.4.1** To ensure people get the most out of your app, iPhone apps should run on iPad whenever possible. We encourage you to consider building universal apps so customers can use them on all of their devices. Learn more about [Universal apps](https://developer.apple.com/go/?id=xcode-universal).
  + **2.4.2** Design your app to use power efficiently. Apps should not rapidly drain battery, generate excessive heat, or put unnecessary strain on device resources.
  + **2.4.3** People should be able to use your Apple TV app without the need for hardware inputs beyond the Siri remote or third party game controllers, but feel free to provide enhanced functionality when other peripherals are connected. If you require a game controller, make sure you clearly explain that in your metadata so customers know they need additional equipment to play.
  + **2.4.4** Apps should never suggest or require a restart of the device.
  + **2.4.5** Apps distributed via the Mac App Store have some additional requirements to keep in mind:
    - **(i)** They must be appropriately sandboxed, and follow [macOS File System Documentation](https://developer.apple.com/library/content/documentation/FileManagement/Conceptual/FileSystemProgrammingGuide/Introduction/Introduction.html#//apple_ref/doc/uid/TP40010672). They should also only use the appropriate macOS APIs for modifying user data stored by other Apps (e.g. bookmarks, Address Book, or Calendar entries).
    - **(ii)** They must be packaged and submitted using technologies provided in Xcode; no third party installers allowed. They must also be self-contained, single application installation bundles and cannot install code or resources in shared locations.
    - **(iii)** They may not auto-launch or have other code run automatically at startup or login without consent nor spawn proceses that continue to run without consent after a user has quit the app. They should not automatically add their icons to the Dock or leave short cuts on the user desktop.
    - **(iv)** They may not download or install standalone apps, kexts, additional code, or resources to add functionality or significantly change the app from what we see during the review process.
    - **(v)** They may not request escalation to root privileges or use setuid attributes.
    - **(vi)** They may not present a license screen at launch, require license keys, or implement their own copy protection.
    - **(vii)** They must use the Mac App Store to distribute updates; other update mechanisms are not allowed.
    - **(viii)** Apps should run on the currently shipping OS and may not use deprecated or optionally installed technologies (e.g. Java, Rosetta)
    - **(ix)** Apps must contain all language and localization support in a single app bundle.
* **2.5 Software Requirements**
  + **2.5.1** Apps may only use public APIs. Learn more about [public APIs](https://developer.apple.com/reference/).
  + **2.5.2** Apps should be self-contained in their bundles, and may not read or write data outside the designated container area, nor may they download, install, or execute code, including other iOS, watchOS, macOS, or tvOS apps.
  + **2.5.3** Apps that transmit viruses, files, computer code, or programs that may harm or disrupt the normal operation of the operating system and/or hardware features, including Push Notifications and Game Center, will be rejected. Egregious violations and repeat behavior will result in removal from the Developer Program.
  + **2.5.4** Multitasking apps may only use background services for their intended purposes: VoIP, audio playback, location, task completion, local notifications, etc. If your app uses location background mode, include a reminder that doing so may dramatically decrease battery life.
  + **2.5.5** We will be reviewing on an IPv6 network, so if your app isn’t compatible with the IPv6 addressing, it may fail during review.
  + **2.5.6** Apps that browse the web must use the appropriate WebKit framework and WebKit Javascript.
  + **2.5.7** Video streaming content over a cellular network longer than 10 minutes must use HTTP Live Streaming and include a baseline 192 kbps HTTP Live stream.
  + **2.5.8** Apps that create alternate desktop/home screen environments or simulate multi-app widget experiences will be rejected.
  + **2.5.9** Apps that alter the functions of standard switches, such as the Volume Up/Down and Ring/Silent switches, or other native user interface elements or behaviors will be rejected.
  + **2.5.10** Apps should not be submitted with empty ad banners or test advertisements.
  + **2.5.11** SiriKit
    - **(i)** Apps integrating SiriKit should only sign up for intents they can handle without the support of an additional app and that users would expect from the stated functionality. For example, if your app is a meal planning app, you should not incorporate an intent to start a workout, even if the app shares integration with a fitness app.
    - **(ii)** Ensure that the vocabulary and phrases in your plist pertains to your app and the SiriKit functionality of the intents the app has registered for.
    - **(iii)** Resolve the Siri request in the most direct way possible and do not insert ads or other marketing between the request and its fulfillment. Only present interstitial UI when required to complete the task (e.g. asking the user to specify a particular type of workout).

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2。性能

2.1应用程序的完整性

提交审查程序应与所有必要的元数据版本最终和全功能的网址收录；占位符文本，空的网站，和其他临时内容应擦洗之前提交。确保您的应用程序已测试设备的bug和稳定性，然后提交，并包括演示帐户信息（并打开您的后端服务！）如果您的应用程序包括登录。如果你在应用程序中提供应用程序的购买，确保他们是完整的，最新的，可见的审稿人，或者你解释为什么不在你的审查笔记。请不要把程序审查当作软件测试服务。我们将拒绝不完整的应用程序包和二进制文件崩溃或表现出明显的技术问题。

2.2测试

演示版，试用版本的应用程序不属于App Store–使用TestFlight相反。提交β分布通过TestFlight App应该用于公共分配和应遵守的程序审查指南。注意，然而，使用TestFlight不能应用分布到任何形式的补偿交换测试，包括来自公众的资金奖励。你的测试版本重大更新前应发给你的测试人员提交TestFlight应用程序审查。要了解更多信息，访问的试飞测试

2.3准确的元数据

客户应该知道他们要当他们下载或购买你的应用，所以一定要确保你的应用程序的描述，以及预览截图，准确地反映软件的核心经验和记住他们最新的新版本。

2.3.1不包含任何隐藏或无证功能在您的应用程序；应用程序的功能应明确最终用户和应用程序审查。过分的或重复的行为是从开发商拆除方案的理由。我们努力使App Store成为一个值得信赖的生态系统，并期望我们的应用程序开发人员效仿，如果你不诚实，我们不想做生意与你。

2.3.2如果你的应用包括应用内购买，确保你的应用程序的描述，以及预览截图，清楚地表明，任何特色项目，水平，是否需要额外购买订阅，等。

2.3.3截图应该显示在使用的应用程序，而不仅仅是标题艺术，登录网页，或闪屏。

2.3.4预览是一个伟大的方式为客户看到你的应用程序看起来和它做什么。为了确保人们了解他们会得到与你的应用程序，可以使用视频预览屏幕捕捉程序本身。贴纸和iMessage的扩展可能会显示在邮件应用程序的用户体验。您可以添加视频或文字叙述和叠加，有助于解释什么不清楚单从视频。

2.3.5选择适合您的应用程序最合适的类别，并检查了App Store的分类定义如果你需要帮助。如果您是基地，我们可以改变类别为您。

2.3.6回答年龄评级问题在iTunes Connect真的使你的应用程序的正确对齐与家长控制。如果您的应用程序是错误的评级，客户可能会惊讶于他们得到的，或者它可能引发政府监管机构的调查。

2.3.7选择一个独特的应用程序名称，分配，准确地描述你的应用程序的关键字，不要把你的任何元数据与商标而言，流行的应用程序的名称，或其他无关的短语只是游戏系统。应用程序名称必须限于50个字符，不应包括术语或描述，不是应用程序的名称。苹果随时可能修改不恰当的关键词。

2.3.8元数据应适合所有的观众，所以确保你的图标截图预览，并坚持一个4岁以上的等级，即使你的应用程序是更高的评价。例如，如果你的应用程序是一个游戏，包括暴力，选择图像，不描绘一个可怕的死亡，或用枪指着一个特定的字符。请记住确保您的元数据，包括应用程序名称和图标（小，大，Apple Watch应用程序等），类似，以避免造成混乱。

2.3.9您有责任确保在你的应用程序图标，利用所有资料的权利的截图，和预览，你应该从一个真实的人虚构的帐户数据信息显示。

2.3.10确保你的应用是专注于iOS，Mac，苹果或苹果电视观看体验，而不包括名称、图标或图像的其他移动平台的应用程序或数据，除非有特定的交互功能，批准。

2.4硬件兼容性

2.4.1确保人们得到最出你的应用程序应该运行在iPad，iPhone的应用程序尽可能。我们鼓励您考虑建立通用应用程序，以便客户可以使用他们的所有设备。了解更多关于通用应用程序。

2.4.2设计你的应用程序使用的功率效率。应用程序不应该迅速耗尽电池，产生过量的热量，或把不必要的应变设备资源。

2.4.3人应该能够使用您的Apple TV应用程序没有硬件投入超越Siri远程或第三方游戏控制器的需要，可随时提供增强的功能，当其他外设连接。如果您需要游戏控制器，请确保您清楚地解释，在您的元数据，让客户知道他们需要额外的设备发挥。

2.4.4应用程序不应该建议或要求重新启动设备。

2.4.5程序通过Mac应用商店有一些额外的要求，要牢记：

（我）他们必须适当的沙箱，并遵循MacOS文件系统文件。他们也应该只使用适当的MacOS API修改由其他应用程序存储的用户数据（如书签、地址簿和日历条目）。

（ii）他们必须打包和使用提供技术在Xcode提交；没有第三方安装程序允许。它们还必须是自包含的单个应用程序安装包，不能在共享位置安装代码或资源。

（iii）他们可能不会自动启动或有其他代码自动运行在未经同意的启动或登录和产卵过程继续运行而不同意在用户退出应用程序。他们不应该自动添加他们的图标到码头或留在用户桌面上的捷径。

（四）不得下载或安装独立的应用程序，关闭，一些额外的代码或资源添加功能或显著改变应用程序从我们所看到的在审查过程中。

（五）不得要求升级或使用setuid root权限属性。

（vi）在发射时可能不提供许可证屏幕，需要许可密钥，或实现自己的副本保护。

（七）他们必须使用Mac应用程序商店分发更新；其他更新机制是不允许的。

（八）应用程序应该运行在目前航运系统不得使用过时的或随意安装技术（如java，罗塞塔）

（九）应用程序必须包含所有语言和定位在一个单一的应用程序包支持。

2.5软件要求

2.5.1应用程序只能使用公共API。了解更多关于公共API。

2.5.2程序应该在束是独立的，可以不读或写数据指定容器区外，不得下载、安装或执行代码，包括iOS，WatchOS，MacOS或TVOS的应用。

2.5.3应用程序发送病毒、文件、计算机代码或程序，可能会损害或破坏操作系统和/或硬件功能的正常运行，包括推送通知和游戏中心，将被拒绝。令人震惊的侵犯和重复的行为将导致开发商拆除方案。

2.5.4多任务应用程序才可以使用后台服务为他们的目的：VoIP、音频播放、地点、任务完成、地方等通知，如果你的应用程序使用位置的背景模式，包括一个提醒，这样会大大降低电池的寿命。

2.5.5我们将在IPv6网络审查，所以如果你的应用程序不兼容的IPv6地址，它可能会失败，在回顾。

2.5.6应用程序，浏览网页，必须使用适当的WebKit框架和WebKit Javascript。

2.5.7视频流媒体内容通过无线网络超过10分钟必须使用HTTP流媒体直播，包括基线192 kbps的HTTP直播流。

2.5.8应用创建备用桌面/主屏幕环境或模拟多应用程序部件的经验将被拒绝。

2.5.9程序改变制式的交换机的功能，如音量和铃声/静音开关，或其他本地用户界面元素或行为将被拒绝。

2.5.10应用程序不应该提交空的广告横幅广告或测试。

2.5.11 SiriKit

（我）应用程序集成SiriKit应该只签了意向他们可以处理没有额外的应用程序和用户的支持，希望从上述功能。例如，如果你的应用程序是一个膳食规划应用程序，你不应该纳入一个意图，开始锻炼，即使应用程序与健身应用集成股份。

（ii）确保你的plist的词汇和短语属于你的应用程序和应用程序的意图已注册为王后的功能。

（iii）解决的最直接的方式可能Siri请求不插入的要求及其实践之间的广告或其他营销。只有在需要完成任务的时候才出现间质UI（例如要求用户指定特定类型的锻炼）。

3. [**Business**](https://developer.apple.com/app-store/review/guidelines/#business)

* 3.1 [Payments](https://developer.apple.com/app-store/review/guidelines/#payments)
  + 3.1.1 [In-App Purchase](https://developer.apple.com/app-store/review/guidelines/#in-app-purchase)
  + 3.1.2 [Subscriptions](https://developer.apple.com/app-store/review/guidelines/#subscriptions)
  + 3.1.3 [Content-based “Reader” Apps](https://developer.apple.com/app-store/review/guidelines/#content-based-reader-apps)
  + 3.1.4 [Content Codes](https://developer.apple.com/app-store/review/guidelines/#content-codes)
  + 3.1.5 [Physical Goods and Services Outside of the App](https://developer.apple.com/app-store/review/guidelines/#physical-goods-and-services)
  + 3.1.6 [Apple Pay](https://developer.apple.com/app-store/review/guidelines/#apple-pay)
* 3.2 [Other Business Model Issues](https://developer.apple.com/app-store/review/guidelines/#other-business-model-issues)
  + 3.2.1 [Acceptable](https://developer.apple.com/app-store/review/guidelines/#acceptable)
  + 3.2.2 [Unacceptable](https://developer.apple.com/app-store/review/guidelines/#unacceptable)

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三.业务

3.1支付

3.1.1在应用程序购买

3.1.2订阅

3.1.3基于内容的“读者”的应用

3.1.4内容编码

3.1.5实物商品以外的应用程序和服务

3.1.6苹果支付

3.2其他商业模式问题

3.2.1接受

3.2.2不可接受

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**3. Business**

There are many ways to monetize your app on the App Store. If your business model isn’t obvious, make sure to explain in its metadata and App Review notes. If we can’t understand how your app works or your in-app purchases aren’t immediately obvious, it will delay your review and may trigger a rejection. And while pricing is up to you, we won’t distribute apps and in-app purchase items that are clear rip-offs. We’ll reject expensive apps that try to cheat users with irrationally high prices.

If we find that you have attempted to manipulate reviews, inflate your chart rankings with paid, incentivized, filtered, or fake feedback, or engage with third party services to do so on your behalf, we will take steps to preserve the integrity of the App Store, which may include expelling you from the Developer Program.

* **3.1 Payments**
  + **3.1.1 In-App Purchase:**
    - If you want to unlock features or functionality within your app, (by way of example: subscriptions, in-game currencies, game levels, access to premium content, or unlocking a full version), you must use in-app purchase. Apps may not include buttons, external links, or other calls to action that direct customers to purchasing mechanisms other than IAP.
    - Any credits or in-game currencies purchased via IAP must be consumed within the app and may not expire, and you should make sure you have a restore mechanism for any restorable in-app purchases.
    - Remember to assign the correct purchasability type or your app will be rejected.
    - Apps should not directly or indirectly enable gifting of IAP content, features, or consumable items to others.
    - Apps distributed via the Mac App Store may host plug-ins or extensions that are enabled with mechanisms other than the App Store.
  + **3.1.2 Subscriptions:** Apps may offer auto-renewing in-app purchase subscriptions, regardless of category on the App Store. When incorporating auto-renewable subscriptions into your app, be sure to follow the guidelines below.
  + **3.1.2(a) Permissible uses:** If you offer an auto-renewing subscription, you must provide ongoing value to the customer. While the following list is not exhaustive, examples of appropriate subscriptions include: new game levels; episodic content; multi-player support; apps that offer consistent, substantive updates; access to large collections of, or continually updated, media content; software as a service (“SAAS”); and cloud support. In addition:
    - Subscriptions may be offered alongside a la carte offerings (e.g. you may offer a subscription to an entire library of films as well the purchase or rental of a single movie).
    - You may offer a single subscription that is shared across your own apps, but these subscriptions may not extend to third party apps or services. Subscriptions must work on all of the user’s devices where the app is available. Learn more about [sharing a subscription across your apps](https://developer.apple.com/library/content/documentation/NetworkingInternet/Conceptual/StoreKitGuide/Chapters/Subscriptions.html).
    - Apps must not force users to rate the app, review the app, download other apps, or other similar actions in order to access functionality, content, or use of the app.
    - As with all apps, those offering subscriptions should allow a user to get what they’ve paid for without performing additional tasks, such as posting on social media, uploading contacts, checking in to the app a certain number of times, etc.
    - Subscriptions may not include consumable credits, gems, in-game currencies, etc., even when combined with other offerings, but you may offer subscriptions that include access to discounted consumable goods (e.g. a platinum membership that exposes gem-packs for a reduced price).
    - If you are changing your existing app to a subscription-based business model, you should not take away the primary functionality existing users have already paid for. For example, let customers who have already purchased a “full game unlock” continue to access the full game after you introduce a subscription model for new customers.
  + **3.1.2(b) Upgrades and Downgrades:** Users should have a seamless upgrade/downgrade experience and should not be able to inadvertently subscribe to multiple variations of the same thing. Review [best practices](https://developer.apple.com/app-store/subscriptions/) on managing your subscription upgrade and downgrade options.
  + **3.1.2(c) Subscription Information:** Before asking a customer to subscribe, you should clearly describe what the user will get for the price. How many issues per month? How much cloud storage? What kind of access to your service? Also ensure you clearly communicate the requirements described in Schedule 2 of your agreement in [Agreements, Tax, and Banking](http://www.apple.com/itunes/go/itunesconnect/contracts).
  + **3.1.3 Content-based “Reader” Apps:** Apps may allow a user to access previously purchased content or content subscriptions (specifically: magazines, newspapers, books, audio, music, video, access to professional databases, VoIP, cloud storage, and approved services such as educational apps that manage student grades and schedules), provided the app does not direct users to a purchasing mechanism other than IAP.
  + **3.1.4 Content Codes:** Apps may not use their own mechanisms to unlock content or functionality, such as license keys, augmented reality markers, QR codes, etc. In limited circumstances, such as when features are dependent upon specific hardware to function, the app may unlock that functionality without using in-app purchase (e.g. an astronomy app that adds features when synced with a telescope). App features that work in combination with an approved physical product (such as a toy) on an *optional* basis may unlock functionality without using IAP, provided that an IAP option is available as well. You may not, however, require users to purchase unrelated products or engage in advertising or marketing activities to unlock app functionality.
  + **3.1.5 Physical Goods and Services Outside of the App:** If your app enables people to purchase goods or services that will be consumed outside of the app, you must use purchase methods other than IAP to collect those payments, such as Apple Pay or traditional credit card entry. Apps may facilitate transmission of approved virtual currencies (e.g. Bitcoin, DogeCoin) provided that they do so in compliance with all state and federal laws for the territories in which the app functions.
  + **3.1.6 Apple Pay:** Apps using Apple Pay must provide all material purchase information to the user prior to sale of any good or service and must use Apple Pay branding and user interface elements correctly, as described in the [Apple Pay Identity Guidelines](https://developer.apple.com/apple-pay/Apple-Pay-Identity-Guidelines.pdf) and [Human Interface Guidelines](https://developer.apple.com/ios/human-interface-guidelines/technologies/apple-pay/). Apps using Apple Pay to offer recurring payments must, at a minimum, disclose the following information:
    - The length of the renewal term and the fact that it will continue until canceled
    - What will be provided during each period
    - The actual charges that will be billed to the customer
    - How to cancel
* **3.2 Other Business Model Issues**

The lists below are not exhaustive, and your submission may trigger a change or update to our policies, but here are some additional do’s and don’ts to keep in mind:

* + **3.2.1 Acceptable**
    - **(i)** Displaying your own apps for purchase or promotion within your app, provided the app is not merely a catalog of your apps.
    - **(ii)** Displaying or recommending a collection of third party apps that are designed for a specific approved need (e.g. health management, aviation, accessibility). Your app should provide robust editorial content so that it doesn’t seem like a mere storefront.
    - **(iii)** Disabling access to specific approved rental content (e.g. films, television programs, music, books) after the rental period has expired; all other items and services may not expire.
    - **(iv)** Wallet passes can be used to make or receive payments, transmit offers, or offer identification (such as movie tickets, coupons, and VIP credentials). Other uses may result in the rejection of the app and the revocation of Wallet credentials.
    - **(v)** Insurance apps must be free, in legal-compliance in the regions distributed, and cannot use IAP.
    - **(vi)** Approved nonprofits may fundraise directly within their own apps using Apple Pay, provided those fundraising campaigns adhere to all App Review Guidelines. These apps must disclose how the funds will be used, abide by all required local and federal laws, and make appropriate tax receipts available to donors. Nonprofit platforms that connect donors to other nonprofits must ensure that every nonprofit listed in the app has also gone through the nonprofit approval process. Learn more about becoming an [approved nonprofit](https://developer.apple.com/support/apple-pay-nonprofits/).
  + **3.2.2 Unacceptable**
    - **(i)** Creating an interface for displaying third party apps, extensions, or plug-ins similar to the App Store or as a general-interest collection.
    - **(ii)** Monetizing built-in capabilities provided by the hardware or operating system, such as Push Notifications, the camera, or the gyroscope; or Apple services, such as Apple Music access or iCloud storage.
    - **(iii)** Artificially increasing the number of impressions or click-throughs of ads, as well as apps that are designed predominantly for the display of ads.
    - **(iv)** Unless you are an [approved nonprofit](https://developer.apple.com/support/apple-pay-nonprofits/), collecting funds within the app for charities and fundraisers. Apps that seek to raise money for such causes must be free on the App Storeand may only collect funds outside of the app, such as via Safari or SMS.
    - **(v)** Arbitrarily restricting who may use the app, such as by location or carrier.
    - **(vi)** Apps should allow a user to get what they’ve paid for without performing additional tasks, such as posting on social media, uploading contacts, checking in to the app a certain number of times, etc. Apps should not force users to rate the app, review the app, download other apps, or take other similar actions in order to access functionality, content, or use of the app.

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三.业务

有许多方法来赚钱你的应用程序在App Store。如果您的业务模式不明显，请务必在其元数据和应用程序审查说明说明。如果我们不能理解您的应用程序是如何工作的，或者您的应用程序购买不立即明显，它会延迟您的审查，并可能引发拒绝。虽然定价是由你，我们不会分发应用程序和在应用程序购买项目是明确的剥离。我们会拒绝昂贵的应用程序，试图欺骗用户的不合理的高价格。

如果我们发现你试图操纵评论，增加你的排行榜与支付，奖励，过滤，或假反馈，或与第三方服务搞来代表你这么做，我们将采取措施保护App Store的完整性，其中可能包括驱逐你从开发者计划。

3.1支付

3.1.1在应用程序购买：

如果你想解锁你的应用程序中的功能或功能，（例如：订阅，游戏中的货币，游戏级别，获得优质的内容，或解锁完整版），你必须在应用程序购买。应用程序可能不包括按钮、外部链接，或其他对直接客户购买比其他IAP机制作用。

任何信用货币购买或在游戏中通过IAP必须消耗在应用程序和可能还没有到期，你应该确保你有一个恢复的应用内购买任何恢复机制。

记得分配正确的purchasability类型或您的应用程序将被拒绝。

应用程序不应直接或间接地使馈赠的IAP内容，功能，或消耗品的人。

通过Mac应用程序商店分发的应用程序可能会通过应用程序商店以外的机制启用插件或扩展。

3.1.2订阅：应用程序可以提供在应用程序内购买订阅自动更新，无论类别的应用程序商店。当纳入自动再生订阅到您的应用程序，一定要遵循以下指导方针。

3.1.2（一）允许的用途：如果你提供了一个自动更新的订阅，必须向客户提供持续的价值。而下面的列表并不详尽，适当的订阅的例子包括：新的游戏等级；情节内容；支持多玩家；应用程序提供一致的、实质性的更新；访问大集合，或不断更新，媒体内容；软件即服务（SaaS）；和云的支持。此外:

用户可以同时提供点菜服务（例如，你可能会提供一个订阅整个电影库以及购买或一个单一的电影租赁）。

您可以提供一个单独的订阅，共享在您自己的应用程序，但这些订阅可能不会扩展到第三方应用程序或服务。订阅必须在可用应用程序的所有用户设备上工作。了解更多关于共享您的应用程序的订阅。

应用程序不必强迫用户对应用程序进行评估，审查应用程序，下载其他应用程序，或其他类似的操作，以访问功能，内容，或使用的应用程序。

与所有的应用程序，那些提供订阅应该允许用户获得他们所支付的，而无需执行额外的任务，如张贴在社交媒体，上传联系人，检查到应用程序的一定次数，等等

订阅可能不包括消费信贷，宝石，游戏内的货币等，即使与其他产品相结合，但你可以提供订阅，包括访问折扣消费品（例如白金会员，暴露创业板的价格降低）。

如果您正在将您现有的应用程序更改为基于订阅的业务模式，则不应删除现有用户已经支付的主要功能。例如，让客户已经购买了一个“全游戏解锁”继续访问完整的游戏后，你引入新客户的订阅模式。

3.1.2（B）升级和降级：用户可以无缝升级/降级的经验，应该不会在不经意间订阅同一事物的多种变化。审查管理您的订阅升级和降级选项的最佳实践。

3.1.2（C）订阅信息：再问客户订阅，你应该清楚地描述了什么是用户将获得的价格。每月有多少问题？云存储多少？什么样的访问你的服务？也确保您清楚地沟通协议，税收和银行在您的协议附表2所述的要求。

3.1.3基于内容的“读者”的应用程序：应用程序可以允许用户访问以前购买的内容或内容订阅（具体为：杂志、报纸、书籍、音频、音乐、视频、访问专业数据库，网络，云存储，通过服务如教育应用程序，管理学生成绩和时间表），提供的应用程序不直接用户采购机制以外，IAP。

3.1.4内容代码：应用程序可能无法使用自己的机制来解锁的内容或功能，如许可证密钥，增强现实标记，QR码，等在有限的情况下，如当功能依赖于特定的硬件功能，应用程序可以打开该功能没有使用内置购买（例如，添加功能时同步用望远镜的天文应用程序）。应用程序的功能与批准的体育产品组合的工作（如玩具）一个可选的基础上可以不使用IAP解锁功能，提供一个IAP选项是可用的以及。然而，您可能不需要用户购买无关产品或从事广告或营销活动解锁App功能。

3.1.5实物商品以外的应用程序和服务：如果您的应用程序使人们购买商品或服务，将消耗以外的应用程序，你必须使用购买的方法比其他的IAP收集这些款项，如苹果支付或传统信用卡进入。应用程序可以方便的传输批准的虚拟货币（如比特币、DogeCoin）提供的，他们这样做符合所有的州和联邦法律中的程序功能的领土。

3.1.6苹果支付：使用苹果付费应用程序必须对任何商品或服务销售之前，用户提供的所有材料的采购信息，必须使用苹果支付品牌和用户界面元素的正确，就像苹果支付标识指引和人机界面指南介绍。使用苹果支付提供经常性付款的应用程序，必须至少披露以下信息：

续期期限的长短，以及将继续直至取消的事实

每个期间将提供什么

将向客户收取的实际费用

如何取消

3.2其他商业模式问题

下面的列表并不详尽，你可以触发提交更改或更新我们的政策，但是这里有一些额外的规则要牢记：

3.2.1接受

（i）显示您自己的应用程序购买或推广在您的应用程序，提供的应用程序不只是一个目录的应用程序。

（ii）展示或推荐为特定批准需要而设计的第三方应用程序集合（例如：健康管理、航空、可及性）。你的程序应该提供强大的编辑内容，似乎不太像一个店面。

（iii）出租期届满后，对特定批租内容（如电影、电视节目、音乐、书籍）的限制，所有其他物品及服务不得过期。

（四）钱包通行证可用于制作或接收付款、发送优惠或提供身份证明（如电影票、优惠券和贵宾证）。其他用途可能会导致拒绝应用程序和撤销钱包凭据。

（五）保险应用程序必须是自由的，在合法合规的区域分布，且不能使用IAP。

（六）批准的非营利组织可以直接在自己的应用程序使用筹款苹果支付，提供那些筹款活动坚持程序审查指南。这些应用程序必须披露资金将如何使用，遵守所有必需的地方和联邦法律，并提供适当的税收收据给捐助者。非营利的平台，将捐赠者的其他非营利组织必须确保每一个非营利组织在App上市也经历了非营利组织的审批流程。了解更多关于成为一个批准的非营利性。

4. [**Design**](https://developer.apple.com/app-store/review/guidelines/#design)

* 4.1 [Copycats](https://developer.apple.com/app-store/review/guidelines/#copycats)
* 4.2 [Minimum Functionality](https://developer.apple.com/app-store/review/guidelines/#minimum-functionality)
* 4.3 [Spam](https://developer.apple.com/app-store/review/guidelines/#spam)
* 4.4 [Extensions](https://developer.apple.com/app-store/review/guidelines/#extensions)
* 4.5 [Apple Sites and Services](https://developer.apple.com/app-store/review/guidelines/#apple-sites-and-services)

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4.设计

4.1操作台

4.2最小的功能

4.3垃圾邮件

4.4扩展

4.5苹果网站和服务

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**4. Design**

Apple customers place a high value on products that are simple, refined, innovative, and easy to use, and that’s what we want to see on the App Store. Coming up with a great design is up to you, but the following are minimum standards for approval to the App Store. And remember that even after your app has been approved, you should update your app to ensure it remains functional and engaging to new and existing customers. Apps that stop working or offer a degraded experience may be removed from the App Store at any time.

* **4.1 Copycats**

Come up with your own ideas. We know you have them, so make yours come to life. Don’t simply copy the latest popular app on the App Store, or make some minor changes to another app’s name or UI and pass it off as your own. In addition to risking an intellectual property infringement claim, it makes the App Store harder to navigate and just isn’t fair to your fellow developers.

* **4.2 Minimum Functionality**

Your app should include features, content, and UI that elevate it beyond a repackaged website. If your app is not particularly useful, unique, or “app-like,” it doesn’t belong on the App Store. If your App doesn't provide some sort of lasting entertainment value, or is just plain creepy, it may not be accepted. Apps that are simply a song or movie should be submitted to the iTunes store. Apps that are simply a book or game guide should be submitted to the iBooks Store.

* + **4.2.1** Apps should use APIs and frameworks for their intended purposes and indicate that integration in their app description. For example, the HomeKit framework should provide home automation services; and HealthKit should be used for health and fitness purposes and integrate with the Health app.
  + **4.2.2** Other than catalogs, which have a dedicated category, apps shouldn’t primarily be marketing materials, advertisements, web clippings, content aggregators, or a collection of links.
  + **4.2.3** Your app should work on its own without requiring installation of another app to function.
  + **4.2.4** Apple Watch apps that appear to be a watch face are confusing, because people will expect them to work with device features such as swipes, notifications, and third party complications. Creative ways of expressing time as an app interface is great (say, a tide clock for surfers), but if your app comes too close to resembling a watch face, we will reject it.
  + **4.2.5** Apps that are primarily iCloud and iCloud Drive file managers need to include additional app functionality to be approved.
* **4.3 Spam**

Don’t create multiple Bundle IDs of the same app. If your app has different versions for specific locations, sports teams, universities, etc., consider submitting a single app and provide the variations using in-app purchase. Also avoid piling on to a category that is already saturated; the App Store has enough fart, burp, flashlight, and Kama Sutra apps already. Spamming the store may lead to your removal from the Developer Program.

* **4.4 Extensions**

Apps hosting or containing extensions must comply with the [App Extension Programming Guide](https://developer.apple.com/library/content/documentation/General/Conceptual/ExtensibilityPG/index.html#//apple_ref/doc/uid/TP40014214) or the [Safari Extensions Development Guide](https://developer.apple.com/library/content/documentation/Tools/Conceptual/SafariExtensionGuide/Introduction/Introduction.html) and should include some functionality, such as help screens and settings interfaces where possible. You should clearly and accurately disclose what extensions are made available in the app’s marketing text.

* + **4.4.1** Keyboard extensions have some additional rules.

They must:

* + - Provide keyboard input functionality (e.g. typed characters);
    - Provide a method for progressing to the next keyboard;
    - Remain functional without full network access;
    - Provide Number and Decimal keyboard types as described in the [App Extension Programming Guide](https://developer.apple.com/library/content/documentation/General/Conceptual/ExtensibilityPG/index.html#//apple_ref/doc/uid/TP40014214);
    - Collect user activity only to enhance the functionality of the user’s keyboard extension on the iOS device.

They must not:

* + - Include marketing, advertising, or in-app purchases;
    - Launch other apps besides Settings; or
    - Repurpose keyboard buttons for other behaviors (e.g. holding down the “return” key to launch the camera.
  + **4.4.2** Safari extensions must run on the current version of Safari on OS X. They may not interfere with System or Safari UI elements and must never include malicious or misleading content or code. Violating this rule will lead to removal from the Developer Program. Safari extensions should not claim access to more websites than strictly necessary to function.
  + **4.4.3** Stickers

Stickers are a great way to make Messages more dynamic and fun, letting people express themselves in clever, funny, meaningful ways. Whether your app contains a sticker extension or you’re creating free-standing sticker packs, its content shouldn’t offend users, create a negative experience, or violate the law.

* + - **(i)** In general, if it wouldn’t be suitable for the App Store, it doesn’t belong in a sticker.
    - **(ii)** Consider regional sensitivities, and do not make your sticker pack available in a country where it could be poorly received or violate local law.
    - **(iii)** If we don’t understand what your stickers mean, include a clear explanation in your review notes to avoid any delays in the review process.
    - **(iv)** Ensure your stickers have relevance beyond your friends and family; they should not be specific to personal events, groups, or relationships.
    - **(v)** You must have all the necessary copyright, trademark, publicity rights, and permissions for the content in your stickers, and shouldn’t submit anything unless you’re authorized to do so. Keep in mind that you must be able to provide verifiable documentation upon request. Apps with sticker content you don’t have rights to use will be removed from the App Store and repeat offenders will be removed from the Developer Program. If you believe your content has been infringed by another provider, [submit a claim here](https://www.apple.com/legal/internet-services/itunes/appstorenotices/#?lang=en).
* **4.5 Apple Sites and Services**
  + **4.5.1** Apps may use approved Apple RSS feeds such as the iTunes Store RSS feed, but may not scrape any information from Apple sites (e.g. apple.com, the iTunes Store, App Store, iTunes Connect, developer portal, etc.) or create rankings using this information.
  + **4.5.2** The Apple Music API lets customers access their subscription while using your app. Users must initiate the stream and be able to navigate playback using standard media controls such as “play,” “pause,” and “skip;” apps may not automate these actions. Moreover, your app may not require payment or indirectly monetize access to the Apple Music service (e.g. in-app purchase, advertising, requesting user info).
  + **4.5.3** Do not use Apple Services to spam, phish, or send unsolicited messages to customers, including Game Center, Push Notifications, etc. Do not attempt to reverse lookup, trace, relate, associate, mine, harvest, or otherwise exploit Player IDs, aliases, or other information obtained through Game Center, or you will be removed from the Developer Program.
  + **4.5.4** Push Notifications must not be required for the app to function, and should not be used for advertising, promotions, or direct marketing purposes or to send sensitive personal or confidential information.
  + **4.5.5** Only use Game Center Player IDs in a manner approved by the Game Center terms and do not display them in the app or to any third party.

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4。设计

苹果客户对产品的简单，精致，创新，易于使用的高价值，这就是我们想看到的应用程序商店。拿出一个伟大的设计是由你，但以下是最低批准标准的应用程序商店。请记住，即使在您的应用程序已被批准，你应该更新你的应用程序，以确保它仍然功能和从事新的和现有的客户。停止工作或提供降级体验的应用程序可能会在任何时候从应用程序商店删除。

4.1台

想出你自己的主意。我们知道你有他们，所以让你的生活。不要简单地复制最新流行应用程序的应用程序商店，或做一些小的变化，以其他应用程序的名称或用户界面，并把它作为自己的。除了冒着侵犯知识产权的风险，它使应用程序商店更难以浏览，只是不公平的你的同行开发者。

4.2最小的功能

你的程序应该包含的功能，内容，和UI，提升超越包装网站。如果您的应用程序不是特别有用，唯一的，或“应用程序一样，”它不属于应用程序商店。如果您的应用程序没有提供某种持久的娱乐价值，或者只是简单的令人毛骨悚然的，它可能不被接受。应用程序是一个简单的歌曲或电影应该提交到iTunes商店。应用程序仅仅是一本书或游戏指南应提交iBooks商店。

4.2.1应用程序应该使用的API和框架的预期目的，表明他们的应用程序的描述，整合。例如，HomeKit框架应该提供家庭自动化服务；与HealthKit应该用于健康和健身的目的与健康应用程序整合。

4.2.2以外的目录，其中有一个专门的类，应用程序不应该主要是营销材料，广告、网页剪辑、内容集成商，或链接。

4.2.3你应该对自己的工作不需要另一个应用程序安装的功能。

4.2.4苹果手表应用，似乎是一个看脸是令人困惑的，因为人们会期望他们以装置特征如挥笔，通知的工作，和第三方的并发症。创造性的方式表达的时间作为一个应用程序接口是伟大的（比如说，一个浪潮时钟），但是如果你的程序过于靠近像面上看，我们会拒绝它。

4.2.5应用程序，主要是iCloud和iCloud Drive文件管理人员需要有额外的应用程序的功能被批准。

4.3垃圾邮件

不要创建同一应用程序的多束IDS。如果您的应用程序有不同版本的特定地点，体育队，大学等，考虑提交一个单一的应用程序，并提供在应用程序购买的变化。也避免打桩一类，已经饱和；App Store有足够的放屁，打嗝，手电筒，和爱经已。垃圾邮件的商店可能会导致你从开发商拆除方案。

4.4扩展

应用程序托管或包含扩展名必须符合应用程序扩展编程指南或Safari扩展开发指南，包括一些功能，如帮助屏幕和设置界面，可能。您应该清楚，准确地透露哪些扩展是在应用程序的营销文本。

4.4.1键盘扩展有一些额外的规则。

他们必须：

提供键盘输入功能（如打字字符）；

提供前进到下一个键盘的方法；

保持功能没有完整的网络访问；

提供在应用程序扩展编程指南中描述的数字和十进制键盘类型；

收集用户的活动，只有加强对iOS设备用户的键盘扩展功能。

他们不能：

包括营销，广告，或在应用程序购买；

除了设置其他应用程序；或

将键盘按键的其他行为（如按住“返回”键启动相机。

4.4.2 Safari扩展必须运行在当前版本的Safari在OS X不得干涉系统或Safari的UI元素和绝不包含恶意的或误导性内容或代码。违反此规则将导致从开发程序移除。Safari扩展不应要求获得更多的网站比严格的必要功能。

4.4.3贴纸

贴纸是一个伟大的方式，使信息更加充满活力和乐趣，让人们表达自己在聪明，有趣，有意义的方式。无论您的应用程序包含一个标签扩展或你创建独立的贴纸包，其内容不应该得罪用户，创建一个负面的经验，或违反法律。

（i）一般来说，如果它不适合应用程序商店，它不属于贴纸。

（ii）考虑地区的敏感性，不要使您的贴纸包可在一个国家，它可能收到不良或违反当地法律。

（iii）如果我们不明白你的贴纸是什么意思，请在你的评论单中有清楚的解释，以避免审查过程中的任何延误。

（iv）确保你的贴纸与你的朋友和家人有关联；他们不应针对个人事件、团体或关系。

（v）你必须有所有必要的版权，商标，宣传权和许可的内容在你的贴纸，不应该提交任何东西，除非你有授权这样做。请记住，您必须能够提供可验证的文件要求。与贴纸内容你没有权利使用的应用程序将被删除从应用程序商店和重复的罪犯将被删除从开发程序。如果您认为您的内容已被另一个供应商侵犯，请在这里提交索赔。

4.5苹果网站和服务

4.5.1应用程序可以使用RSS等批准了苹果iTunes商店的RSS源，但不可能刮的任何信息（例如从苹果网站Apple.com，iTunes Store，App Store，iTunes Connect开发者门户，等）或使用此信息创建排名。

4.5.2苹果音乐API可以让用户在使用你的应用程序访问他们的订阅。用户必须启动流，并能够浏览播放使用标准媒体控件，如“播放”，“暂停”和“跳过”应用程序可能不会自动这些行动。此外，您的应用程序可能不需要支付或间接赚钱获得苹果音乐服务（例如，在应用程序内购买，广告，请求用户信息）。

4.5.3不使用苹果服务的垃圾邮件，网络钓鱼，或发送未经请求的信息发送给客户，包括游戏中心，推送通知，等不要尝试反向查找、跟踪、联系、联想、矿山、收获，或利用玩家的ID，别名，或其他信息，通过游戏中心获得的，或者你会从开发商程序删除。

4.5.4推送通知不能为应用程序功能的需要，而不应被用于广告，促销，或直接营销的目的或发送敏感的个人或机密信息。

一的方式在游戏中心批准4.5.5只能使用游戏中心的玩家ID不在应用程序或任何第三方的显示。

5. [**Legal**](https://developer.apple.com/app-store/review/guidelines/#legal)

* 5.1 [Privacy](https://developer.apple.com/app-store/review/guidelines/#privacy)
  + 5.1.1 [Data Collection and Storage](https://developer.apple.com/app-store/review/guidelines/#data-collection-and-storage)
  + 5.1.2 [Data Use and Sharing](https://developer.apple.com/app-store/review/guidelines/#data-use-and-sharing)
  + 5.1.3 [Health and Health Research](https://developer.apple.com/app-store/review/guidelines/#health-and-health-research)
  + 5.1.4 [Kids](https://developer.apple.com/app-store/review/guidelines/#kids)
  + 5.1.5 [Location Services](https://developer.apple.com/app-store/review/guidelines/#location)
* 5.2 [Intellectual Property](https://developer.apple.com/app-store/review/guidelines/#intellectual-property)
* 5.3 [Gaming, Gambling, and Lotteries](https://developer.apple.com/app-store/review/guidelines/#gaming-gambling-and-lotteries)

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5。法律

5.1隐私

5.1.1数据采集和存储

5.1.2使用和共享数据

5.1.3卫生与健康研究

5.1.4孩子

5.1.5位置服务

5.2知识产权

5.3游戏，赌博，和lotteries

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**5. Legal**

Apps must comply with all legal requirements in any location where you make them available (if you’re not sure, check with a lawyer). We know this stuff is complicated, but it is your responsibility to understand and make sure your app conforms with all local laws, not just the guidelines below. And of course, apps that solicit, promote, or encourage criminal or clearly reckless behavior will be rejected.

* **5.1 Privacy**

Protecting user privacy is paramount in the Apple ecosystem, and you should use care when handling personal data to ensure you’ve complied with applicable laws and the terms of the [Apple Developer Program License Agreement](https://developer.apple.com/terms/), not to mention customer expectations. More particularly:

* + **5.1.1 Data Collection and Storage**
    - **(i)** Apps that collect user or usage data must have a privacy policy and secure user consent for the collection. This includes—but isn’t limited to—apps that implement HealthKit or other health/medical technologies, HomeKit, Keyboard extensions, Apple Pay, Stickers and iMessage extensions, include a login, or access user data from the device (e.g. location, contacts, calendar, etc.).
    - **(ii)** If your app doesn’t include significant account-based features, let people use it without a log-in. 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.
    - **(iii)** Developers that use their apps to surreptitiously discover passwords or other private data will be removed from the Developer Program.
    - **(iv)**SafariViewContoller must be used to visibly present information to users; the controller may not be hidden or obscured by other views or layers. Additionally, an app may not use SafariViewController to track users without their knowledge and consent.
  + **5.1.2 Data Use and Sharing**
    - **(i)** Apps cannot use or transmit someone’s personal data without first obtaining their permission and providing access to information about how and where the data will be used.
    - **(ii)** Data collected from apps may not be used or shared with third parties for purposes unrelated to improving the user experience or software/hardware performance connected to the app’s functionality, or to serve advertising in compliance with the [Apple Developer Program License Agreement](https://developer.apple.com/terms/).
    - **(iii)** Data gathered from the HomeKit API may not be used for advertising or other use-based data mining.
    - **(iv)** Apps using Apple Pay may only share user data acquired via Apple Pay with third parties to facilitate or improve delivery of goods and services.
  + **5.1.3 Health and Health Research**

Health, fitness, and medical data are especially sensitive and apps in this space have some additional rules to make sure customer privacy is protected:

* + - **(i)** Apps may not use or disclose to third parties data gathered in the health, fitness, and medical research context—including from the HealthKit API, Motion and Fitness, or health-related human subject research—for advertising or other use-based data mining purposes other than improving health management, or for the purpose of health research, and then only with permission.
    - **(ii)** Apps must not write false or inaccurate data into HealthKit or any other medical research or health management apps, and may not store personal health information in iCloud.
    - **(iii)** Apps conducting health-related human subject research must obtain consent from participants or, in the case of minors, their parent or guardian. Such consent must include the (a) nature, purpose, and duration of the research; (b) procedures, risks, and benefits to the participant; (c) information about confidentiality and handling of data (including any sharing with third parties); (d) a point of contact for participant questions; and (e) the withdrawal process.
    - **(iv)** Apps conducting health-related human subject research must secure approval from an independent ethics review board. Proof of such approval must be provided upon request.
  + **5.1.4 Kids**

For many reasons, it is critical to use care when dealing with personal data from kids, and we encourage you to carefully review all the requirements for complying with laws like the Children’s Online Privacy Protection Act (“COPPA”) and any international equivalents.

Apps may ask for birthdate and parental contact information only for the purpose of complying with these statutes, but must include some useful functionality or entertainment value regardless of a person’s age.

Moreover, apps in the Kids Category or those that collect, transmit, or have the capability to share personal information (e.g. name, address, email, location, photos, videos, drawings, the ability to chat, other personal data, or persistent identifiers used in combination with any of the above) from a minor must include a privacy policy and must comply with all applicable children's privacy statutes. For the sake of clarity, the [parental gate requirement](https://developer.apple.com/app-store/review/guidelines/#kids-category) for the Kid’s Category is generally not the same as securing parental consent to collect personal data under these privacy statutes.

* + **5.1.5 Location Services**

Use Location services in your app only when it is directly relevant to the features and services provided by the app. Location-based APIs shouldn’t be used to provide emergency services or autonomous control over vehicles, aircraft, and other devices, except for small devices such as lightweight drones and toys, or remote control car alarm systems, etc. Ensure that you notify and obtain consent before collecting, transmitting, or using location data. If your app uses background location services, be sure to explain the purpose in your app; refer to the [Human Interface Guidelines](https://developer.apple.com/ios/human-interface-guidelines/interaction/requesting-permission/) for best practices on doing so.

* **5.2 Intellectual Property**

Make sure your app only includes content that you created or that you have a license to use. Your app may be removed if you’ve stepped over the line and used content without permission. Of course, this also means someone else’s app may be removed if they’ve “borrowed” from your work. If you believe your intellectual property has been infringed by another developer on the App Store, submit a claim via our [web form](http://www.apple.com/legal/internet-services/itunes/appstorenotices/). Laws differ in different countries, but at the very least, make sure to avoid the following common errors:

* + **5.2.1** Generally: Don’t use protected third party material such as trademarks, copyrighted works, or patented ideas in your app without permission, and don’t include misleading, false, or copycat representations, names, or metadata in your app bundle.
  + **5.2.2** Third Party Sites/Services: If your app uses, accesses, monetizes access to, or displays content from a third party service, ensure that you are specifically permitted to do so under the service’s terms of use. Authorization must be provided upon request.
  + **5.2.3** Audio/Video Downloading: Apps should not facilitate illegal file sharing or include the ability to save, convert, or download media from third party sources (e.g. Apple Music, YouTube, SoundCloud, Vimeo, etc.) without explicit authorization from those sources. Streaming of audio/video content may also violate Terms of Use, so be sure to check before your app accesses those services. Documentation must be provided upon request.
  + **5.2.4** Apple Endorsements: Don’t suggest or infer that Apple is a source or supplier of the App, or that Apple endorses any particular representation regarding quality or functionality. If your app is selected as an “Editor’s Choice,” Apple will apply the badge automatically.
  + **5.2.5** Apple Products: Don’t create an app that appears confusingly similar to an existing Apple product, interface (e.g. Finder), app (such as the App Store, iTunes Store, or Messages) or advertising theme, and don’t misspell Apple product names (i.e., GPS for Iphone, iTunz). iTunes music previews may not be used for their entertainment value (e.g. as the background music to a photo collage or the soundtrack to a game) or in any other unauthorized manner. If your app displays Activity rings, do not modify the look and feel of the rings themselves or the data they represent. The [Human Interface Guidelines](https://developer.apple.com/watchos/human-interface-guidelines/ui-elements/#activity-rings) have more information on how to use Activity rings.
* **5.3 Gaming, Gambling, and Lotteries**

Gambling, gaming, and lotteries can be tricky to manage and tend to be one of the most regulated offerings on the App Store. Only include this functionality if you’ve fully vetted your legal obligations everywhere you make your app available and are prepared for extra time during the review process. Some things to keep in mind:

* + **5.3.1** Sweepstakes and contests must be sponsored by the developer of the app.
  + **5.3.2** Official rules for sweepstakes, contests, and raffles must be presented in the app and make clear that Apple is not a sponsor or involved in the activity in any manner.
  + **5.3.3** Apps may not use IAP to purchase credit or currency for use in conjunction with real money gaming of any kind, and may not enable people to purchase lottery or raffle tickets or initiate fund transfers in the app.
  + **5.3.4** Apps that offer real money gaming (e.g. sports betting, poker, casino games, horse racing) or lotteries must have necessary licensing and permissions in the locations where the App is used, must be geo-restricted to those locations, and must be free on the App Store. Illegal gambling aids, including card counters, are not permitted on the App Store. Lottery apps must have consideration, chance, and a prize.

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5。法律

应用程序必须符合所有法律要求在任何地方，使他们可用（如果你不确定，检查与律师）。我们知道这个东西是复杂的，但它是你的责任，以了解和确保你的应用程序符合所有当地的法律，而不仅仅是指导方针如下。当然，申请，促进，或鼓励犯罪或明显鲁莽行为将被拒绝。

5.1隐私

保护用户隐私在苹果生态系统中是最重要的，你应该在处理个人数据时小心使用，以确保你已经遵守了适用的法律和苹果开发者程序许可协议的条款，更不用说客户的期望了。更特别的是：

5.1.1数据的采集和存储

（i）收集用户或使用数据的应用程序必须有一个隐私策略和安全的用户同意的集合。这包括但不限于程序实现HealthKit或其他医疗技术，HomeKit，键盘扩展，苹果支付，贴纸和iMessage的扩展，包括登录，或从设备访问用户数据（如位置、联系人、日历等）。

（ii）如果您的应用程序不包含重要的基于帐户的功能，让人们使用它没有日志。应用程序可能不需要用户输入个人信息的功能，除非直接相关的应用程序的核心功能或法律要求。如果你的核心应用程序的功能是不是一个特定的社交网络（例如脸谱网、微信、微博、推特，等等），你必须提供访问没有登录或通过其他机制。拉基本概况信息，分享到社交网络，或邀请朋友使用该应用程序不考虑核心应用程序功能。

（iii）开发人员使用他们的应用程序，暗中发现密码或其他私人数据将从开发者的程序删除。

（四）safariviewcontoller必须用明显的信息呈现给用户；控制器不被隐藏或被其他视图或层遮蔽。此外，一个应用程序可能无法使用safariviewcontroller跟踪用户在不知情的情况下同意。

5.1.2数据应用与共享

（i）应用程序无法使用或传输个人的个人资料，而无需首先获得他们的权限，并提供有关数据将在何处使用的信息的访问。

（ii）从应用程序收集的数据可能不会被使用或与第三方共享的目的无关，以改善用户体验或软件/硬件性能连接到应用程序的功能，或服务于符合苹果开发者计划许可协议的广告。

（iii）收集的数据来自HomeKit API不能用于广告或其他应用的数据挖掘。

（iv）应用程序使用苹果支付可能只共享用户通过苹果支付与第三方收购，以促进或改善交付的商品和服务的用户数据。

5.1.3医疗与健康研究

健康，健身和医疗数据是特别敏感和应用程序在这个空间有一些额外的规则，以确保客户隐私受到保护：

（我）的应用程序可能无法使用或透露给第三方的数据聚集在健康，健身，和医学研究的背景包括从HealthKit API，运动和健身，或与健康有关的人类主体研究广告或基于数据挖掘的目的除了提高健康管理的其他使用，或用于健康研究的目的，然后只允许。

（ii）应用程序必须不写虚假或不准确的数据为HealthKit或任何其他医疗研究或健康管理应用程序，不得个人健康信息的数据库存储在iCloud。

（iii）进行健康相关的人类主体研究的应用程序必须获得参与者的同意，或在未成年人，他们的父母或监护人的情况下。这种同意必须包括（一）性质，目的，和持续时间的研究；（b）程序，风险和利益的参与者；（C）对保密性和数据处理的信息（包括与任何第三方共享）；（d）点的参与者问题联系；和（e）撤军进程。

（iv）应用程序进行健康相关的人体研究必须得到批准，从独立的伦理审查委员会。必须提供这种证明的要求。

5.1.4孩子

原因是多方面的，它是使用护理时，应对孩子的个人数据的关键，我们鼓励你仔细审查所有遵守法律像儿童在线隐私权保护法案的要求（“杯”）和国际等效。

应用程序可能要求出生日期和父母的联系信息仅为遵守这些法规的目的，但必须包括一些有用的功能或娱乐价值，无论一个人的年龄。

此外，在儿童类或那些收集、传输的应用程序，或有能力分享个人信息（如姓名、地址、电子邮件、照片、视频、位置、图纸、聊天、能力等个人数据，或持续的标识符用于上述任何组合）从一个小小的必须包括隐私政策，必须遵守所有适用的儿童隐私法规。为了清楚起见，孩子的类别的父母门的要求一般是不一样的，以确保父母同意收集个人资料根据这些隐私法规。

5.1.5定位服务

只有在与应用程序提供的功能和服务直接相关时，才能在应用程序中使用位置服务。基于位置的API不应该用来提供急救服务或在车辆自主控制飞机，和其他设备，除了小设备如轻型无人机和玩具，或远程控制汽车防盗系统，确保你通知等并获得同意之前，收集，传输，或使用位置数据。如果您的应用程序使用后台位置服务，请务必解释您的应用程序的目的，请参阅人类界面指南的最佳做法，这样做。

5.2知识产权

确保您的应用程序只包含您创建的内容或您有使用许可证。您的应用程序可能会被删除，如果你走过了线和使用内容未经许可。当然，这也意味着别人的应用程序可能会被删除，如果他们“借来”从你的工作。如果你认为你的知识产权受到了另一个开发者的应用程序商店，通过我们的Web表单提交索赔。不同的国家有不同的法律，但至少，确保避免下列常见的错误：

5.2.1一般：不要使用受保护的第三方材料，如商标、版权作品，或专利的想法在你的应用程序没有权限，而不包括误导、虚假，或模仿的表现，名称，或在你的应用程序包的元数据。

5.2.2第三方网站/服务：如果你的应用程序使用，访问，访问内容货币化，或显示来自三分之一方服务，确保你被允许这样做使用服务的条款。授权必须根据要求提供。

5.2.3音频/视频下载：应用程序不应该促进非法文件共享或包括保存、转换的能力，或下载的媒体从第三方来源（例如苹果音乐，YouTube，SoundCloud，Vimeo，等）没有从这些来源的明确授权。音频/视频内容的流也可能违反使用条款，所以一定要检查之前，您的应用程序访问这些服务。要求时必须提供文件。

5.2.4苹果代言：不要暗示或推断，苹果是一个源或供应商的应用程序，或者苹果认可任何特定的表示对于质量或功能。如果您的应用程序被选为“编辑器的选择”，苹果将自动应用徽章。

5.2.5苹果产品：不创建一个应用程序，出现一个现有的苹果产品极其相似，界面（例如Finder），应用程序（如App Store、iTunes商店，或信息）或广告主题，不要拼错的苹果产品名称（例如，GPS的iPhone，itunz）。iTunes音乐预览不得用于他们的娱乐价值（例如背景音乐照片拼贴或配乐游戏）或未经授权的任何其他方式。如果你的应用程序显示活动环，不要修改的外观和感觉的戒指本身或他们所代表的数据。人类界面指南有更多关于如何使用活动环的信息。

5.3游戏、赌博和彩票

赌博、游戏和彩票是很难管理的，往往是最规范的产品在App Store。只包括这个功能，如果你充分审查你的法律义务，无论你使你的应用程序并准备额外的时间在审查过程中。有些事情要牢记在心：

5.3.1抽奖和竞赛必须由应用程序开发者赞助。

5.3.2官方抽奖，竞赛规则，和莱佛士必须在应用程序和明确，苹果是不以任何方式发起或参与活动。

5.3.3应用程序可能无法使用IAP购买信用或货币用于与任何真钱游戏的结合，不可能使人们购买彩票或奖券