

Payment Compliance

Store Billing, Subscriptions & Financial Reporting

1. Platform Billing Requirements

1.1 Mandatory Platform Rules

Platform	Requirement	Penalty for Non-Compliance
iOS	Apple In-App Purchase (IAP) only	App rejection/removal
Android	Google Play Billing only	App rejection/removal
Both	No external payment links for digital goods	App removal
Both	No directing users to external payment	Account termination

1.2 What Must Use Platform Billing

Item Type	Platform Billing Required?
Subscriptions (Premium features)	✓ Yes
Consumables (Boosts, Super Likes)	✓ Yes
Virtual currency	✓ Yes
Unlocking features	✓ Yes
Physical goods	■ No (can use external)
Real-world services	■ No (can use external)

1.3 Platform Fee Structure

Platform	Standard Fee	Small Business Rate
Apple	30%	15% (< \$1M/year)
Google	30%	15% (first \$1M)

2. Subscription Management

2.1 Subscription Tiers

Tier	Features	Price (Monthly)	Price (Annual)
Free	Basic matching, limited swipes	\$0	\$0
Premium	Unlimited swipes, see who likes you	\$XX.99	\$XX.99
Premium+	All Premium + Boosts, Priority	\$XX.99	\$XX.99

2.2 Subscription Disclosure Requirements

Before purchase, clearly display:

- ■ Subscription price
- ■ Billing frequency (monthly/annual)
- ■ Auto-renewal notice
- ■ How to cancel
- ■ Free trial terms (if applicable)

Example disclosure text:



2.3 Free Trial Requirements

If offering free trials:

- Trial length clearly stated
- What happens after trial ends
- How to cancel before charge
- Trial only once per account

Example:



2.4 Cancellation Flow

Apple (iOS):

- Direct user to Settings → [Name] → Subscriptions
- Or provide deep link: <itms-apps://apps.apple.com/account/subscriptions>

Google (Android):

- Direct user to Play Store → Menu → Subscriptions
- Or provide deep link to Play Store subscription management

In-app guidance:



3. Refund Handling

3.1 Platform Refund Policies

Platform	Refund Authority	Our Role
Apple	Apple handles	Can request via App Store
Google	Google handles	Can request via Play Store

3.2 Refund Request Handling

For user refund requests:

1. Direct to platform (Apple/Google)

2. Document the request
3. Do not promise refunds we can't control

Response template:



3.3 Refund Documentation

Track all refund-related events:

- ■ Refund requests received
- ■ Platform refund notifications
- ■ Subscription status changes
- ■ User communication history

4. Financial Reporting

4.1 Required Tracking

Data Point	Purpose	Retention
Subscription start date	Revenue recognition	7 years
Subscription end date	Churn analysis	7 years
Payment amount	Financial reporting	7 years
Payment method	Platform attribution	7 years
Plan type	Revenue segmentation	7 years
Renewal events	Revenue recognition	7 years
Cancellation events	Churn tracking	7 years
Refund events	Financial reconciliation	7 years

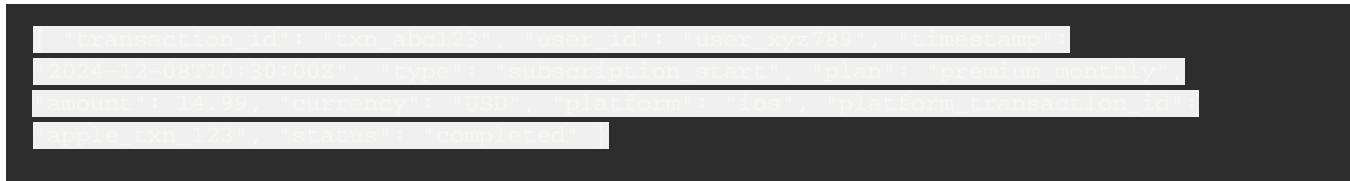
4.2 Revenue Recognition

For subscription businesses:

- ■ Recognize revenue ratably over subscription period
- ■ Handle mid-period upgrades/downgrades
- ■ Account for platform fees
- ■ Track deferred revenue

4.3 Financial Audit Trail

Maintain records of:



4.4 Monthly Financial Reconciliation

- ■ Reconcile platform payouts with internal records
- ■ Account for platform fees
- ■ Track refunds and chargebacks
- ■ Document discrepancies

5. Implementation Checklist

iOS (StoreKit / StoreKit 2)

- ■ Configure products in App Store Connect
- ■ Implement StoreKit for purchases
- ■ Handle transaction verification
- ■ Implement receipt validation (server-side)
- ■ Handle subscription status changes
- ■ Implement restore purchases
- ■ Handle grace periods
- ■ Handle billing retry

Android (Google Play Billing)

- ■ Configure products in Play Console

- Implement Play Billing Library
- Handle purchase verification
- Implement server-side validation
- Handle subscription status changes
- Implement acknowledge/consume
- Handle grace periods
- Handle account hold

Server-Side Requirements

- Receipt/purchase validation endpoint
- Subscription status tracking
- Webhook handling (Apple Server Notifications)
- Webhook handling (Google Real-time Developer Notifications)
- Entitlement management
- Cross-platform subscription sync

6. Price Tier Documentation

6.1 Apple Price Tiers

Document your chosen price tiers:

Product	Apple Tier	USD	Notes
Premium Monthly	Tier X	\$X.99	Auto-renewable
Premium Annual	Tier X	\$X.99	Auto-renewable
Boost Pack (5)	Tier X	\$X.99	Consumable

6.2 Google Price Points

Document your pricing:

Product	Base Price	Notes

Premium Monthly	\$X.99	Auto-renewable
Premium Annual	\$X.99	Auto-renewable
Boost Pack (5)	\$X.99	Consumable

6.3 Regional Pricing

Consider regional pricing adjustments:

- ■ Use platform-suggested regional prices
 - ■ Or set custom prices per region
 - ■ Document pricing strategy
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7. Compliance Documentation

7.1 For App Store Review

Prepare documentation showing:

- ■ All IAP products configured correctly
- ■ Subscription terms displayed clearly
- ■ Cancellation instructions accessible
- ■ No external payment links
- ■ Restore purchases functionality

7.2 For Financial Audit

Maintain:

- ■ Complete transaction history
- ■ Revenue recognition documentation
- ■ Platform payout records
- ■ Refund and chargeback records
- ■ Tax documentation

7.3 Tax Compliance

- ■ Understand VAT/GST obligations
- ■ Platform handles consumer tax (marketplace rules)
- ■ Document tax treatment
- ■ Consult with tax professional

8. Testing Checklist

Sandbox Testing (Pre-Launch)

- Test subscription purchase flow
- Test subscription renewal
- Test subscription cancellation
- Test upgrade/downgrade
- Test restore purchases
- Test expired subscription handling
- Test receipt validation
- Test consumable purchases

Production Monitoring

- Monitor purchase success rate
- Track subscription conversion
- Monitor renewal rate
- Track cancellation reasons
- Alert on payment failures spike

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