App Store Compliance

Google Play Store & Apple App Store Requirements

1. Required Store Disclosures

1.1 Google Play Data Safety Section

Location: Play Console → App Content → Data Safety

Data Type	Collected	Shared	Purpose	Required
Name	✓	■	Account management	Yes
Email address	✓	■	Account management	Yes
Phone number	✓	■	Verification	Yes
User IDs	✓	■	Analytics	Yes
Address	■	■	-	No
Photos	✓	■	Profile, messaging	Yes
Videos	■	■	-	No
Voice/sound recordings	■	■	-	No
Music files	■	■	-	No
Files/docs	■	■	-	No

Calendar events	■	■	-	No
Contacts	■	■	-	No
Precise location	✓	■	Matching nearby users	Yes
Approximate location	✓	■	Matching nearby users	Yes
Web browsing history	■	■	-	No
Search history	■	■	-	No
Installed apps	■	■	-	No
In-app search history	✓	■	Improve matching	Yes
SMS/call logs	■	■	-	No
Health info	■	■	-	No
Fitness info	■	■	-	No
Emails	■	■	-	No
Text messages	✓	■	In-app messaging	Yes
Purchase history	✓	■	Subscription management	Yes
Credit info	■	■	-	No
Financial info	■	■	-	No
Crash logs	✓	✓	App stability	Yes
Performance diagnostics	✓	✓	App performance	Yes

Device/identifiers	✓	■	Analytics, security	Yes

Data Deletion Disclosure:

- ■ Users can request data deletion
- ■ Deletion available in-app AND via web form
- ■ Specify what data is deleted vs retained

1.2 Apple App Privacy Nutrition Labels

Location: App Store Connect → App Privacy

Data Linked to You

Data Type	Usage
Contact Info (Email, Phone)	App Functionality
User Content (Photos, Messages)	App Functionality
Identifiers (User ID, Device ID)	App Functionality, Analytics
Location (Precise, Coarse)	App Functionality
Usage Data	Analytics, Product Personalization
Purchases	App Functionality

Data Used to Track You

- ■ Declare if using third-party advertising
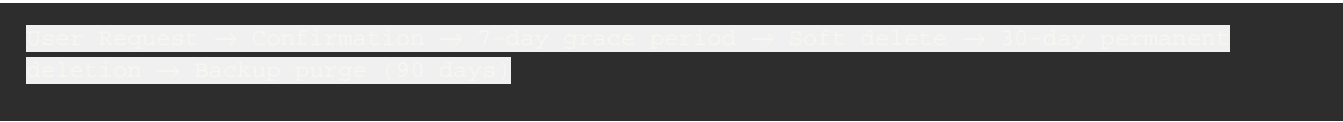- ■ Declare if linking data across apps/websites

1.3 User Data Deletion Requirements

Both stores require demonstrable data deletion:

- ■ In-app account deletion option (Settings → Delete Account)
- ■ Web-based deletion request form
- ■ Confirmation of deletion scope
- ■ Retention of legally required data disclosed

- ■ Deletion completes within 30 days

Deletion Implementation:

```
User Request → Confirmation → 7-day grace period → Soft delete → 30-day permanent
deletion → Backup purge (90 days)
```

2. Permission Disclosures

2.1 Required Permission Justifications

Permission	iOS Key	Android Permission	Justification
Location	NSLocationWhenInUseUsageDescription	ACCESS_FINE_LOCATION	"Used to show you potential matches nearby"
Photos	NSPhotoLibraryUsageDescription	READ_EXTERNAL_STORAGE	"Used to select photos for your profile"
Camera	NSCameraUsageDescription	CAMERA	"Used to take photos for your profile"
Notifications	-	POST_NOTIFICATIONS	"Used to notify you of new matches and messages"
Contacts	NSContactsUsageDescription	READ_CONTACTS	Only if implemented - "Find friends on [App]"

2.2 iOS Info.plist Strings

```
<key>NSLocationWhenInUseUsageDescription</key> <string>We use your location to show you
potential matches nearby</string> <key>NSPhotoLibraryUsageDescription</key> <string>We
<key>NSCameraUsageDescription</key> <string>We need access to your photos so you can
select great photos for your dating profile</string> <key>NSCameraUsageDescription</key>
<string>We need camera access so you can take photos for your dating profile</string>
```

2.3 Age Rating

Platform	Rating	Justification
Apple	17+	Dating content, user-generated content
Google	Mature 17+	Dating content

Age Rating Questionnaire Answers:

- Contains user-generated content: Yes
- Contains dating content: Yes
- Contains sexual content: No (moderated)
- Contains violence: No
- Contains gambling: No

3. Content Moderation Policies

3.1 Required Safety Features

Both stores require dating apps to have:

Feature	Status	Implementation
User reporting	■ Required	Report button on profiles/chats
User blocking	■ Required	Block from profile/chat
Content flagging	■ Required	Flag inappropriate content
Community guidelines	■ Required	Accessible in-app
Moderation response	■ Required	24-hour review SLA

3.2 Report Categories

Users must be able to report for:
- ■ Spam
- ■ Fake/scam profile
- ■ Inappropriate photos
- ■ Harassment
- ■ Hate speech
- ■ Underage user

- ■ Threatening behavior
- ■ Other

3.3 Community Guidelines (Required Content)

Your community guidelines must address:
- ■ Age requirement (18+)
- ■ Authentic profiles only
- ■ No harassment or abuse
- ■ No hate speech or discrimination
- ■ No explicit content in public areas
- ■ No commercial solicitation
- ■ No illegal activity
- ■ Consequences for violations

4. Dating App Category Requirements

4.1 Apple Requirements for Dating Apps

Requirement	Status	Notes
Safety Guidelines page	■ Required	In-app, prominent placement
Age verification	■ Required	At minimum, self-declaration
No minors	■ Required	Technical enforcement
Reporting mechanism	■ Required	Easy to find and use
Moderation process	■ Required	Documented, active

4.2 Google Requirements for Dating Apps

Requirement	Status	Notes
Safety information	■ Required	Visible to users
Age gate (18+)	■ Required	Before account creation
User safety features	■ Required	Block, report, hide

Content policies	■ Required	Enforced moderation

4.3 Safety Guidelines Page Content

Required elements for your Safety Guidelines:

Meeting Safely
- Meet in public places first
- Tell someone where you're going
- Arrange your own transportation

Protecting Your Information
- Don't share financial info
- Be cautious with personal details
- Watch for red flags

Recognizing Scams
- Romance scam warning signs
- Financial request red flags
- Verification bypass attempts

Reporting Concerns
- How to report in-app
- Emergency contacts (911, crisis lines)
- Support resources

5. In-App Purchase Compliance

5.1 Platform Requirements

Platform	Requirement	Status
iOS	Apple In-App Purchases only	■ Required
Android	Google Play Billing only	■ Required
Both	No external payment links	■ Required
Both	Clear subscription terms	■ Required

5.2 Subscription Disclosure Requirements

- ■ Price clearly displayed before purchase
- ■ Subscription duration stated
- ■ Auto-renewal disclosed
- ■ Cancellation instructions provided
- ■ Free trial terms clear (if applicable)

5.3 Store Guidelines Compliance

Apple Guidelines:
- No links to external payment methods
- In-app disclosure of subscription terms
- Easy cancellation path (can link to Settings)

Google Guidelines:
- Google Play Billing for all digital goods
- Subscription management in Play Store
- Clear disclosure of recurring charges

6. App Store Compliance Checklist

Pre-Submission Checklist

Apple App Store:
- ■ Privacy Nutrition Labels completed
- ■ Age rating set to 17+
- ■ Required permission strings added
- ■ Safety Guidelines page implemented
- ■ Block/report features functional
- ■ IAP integrated (if applicable)
- ■ Account deletion feature available

Google Play Store:
- ■ Data Safety section completed
- ■ Content rating questionnaire submitted
- ■ Target audience declared (18+)
- ■ Data deletion method provided
- ■ Safety features implemented
- ■ Play Billing integrated (if applicable)

Post-Launch Monitoring

- ■ Monitor reviews for policy concerns
- ■ Respond to store policy updates
- ■ Track app rejection reasons
- ■ Update disclosures when features change

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7. Common Rejection Reasons & Fixes

Rejection Reason	Fix
Incomplete Data Safety	Complete all required fields
Missing deletion method	Add in-app + web deletion
Privacy policy inaccessible	Ensure link works, hosting stable
Safety features missing	Implement block/report
Age gate insufficient	Add DOB verification
IAP bypass attempt	Remove all external payment refs

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Review Due: Per App Update