

Places API Policies

This section lists requirements that are specific to all applications developed with the Google Places API Web Service, including the Place Autocomplete service that is part of that API. More general information for Google Maps developers may be found in the [Google Maps APIs Terms of Service](#).

Logo Requirements

If your application displays Google Places API Web Service data on a map, that map must be provided by Google.

If your application displays Google Places API Web Service data on a page or view that does not also display a Google Map, you must show a "Powered by Google" logo with that data. For example, if your application displays a list of places on one tab, and a Google Map with those places on another tab, the first tab must show the "Powered by Google" logo.

For use on a white background

The logo consists of the text "powered by" in a grey sans-serif font, followed by the word "Google" in its multi-colored sans-serif font.

For use on any non-white background

The logo consists of the text "powered by Google" in a light grey sans-serif font, where the word "Google" is also light grey.

The following ZIP file contains the "Powered by Google" logo in the correct sizes for desktop, Android and iOS applications. You may not resize or modify these logos in any way.

Download: [powered-by-google.zip](#)

If your application uses the Zagat logo, consult the [Zagat Branding and Attribution guidelines](#).

Attribution Requirements

Google Places API Web Service responses may include Listings provider attributions in HTML format that must be displayed to the user as provided. Any links included in the HTML must be preserved. We recommend placing this information below any search results or Place Details information.

Usage Limits

The Google Places API Web Service and Place Autocomplete share a usage quota as described in the [Usage Limits](#) documentation.

Terms of Use and Privacy Policy Requirements

If you develop a Google Places API Web Service application, you must make available a *Terms of Use* and a *Privacy Policy* with your application which meets the guidelines outlined in the Google Maps APIs Terms of Service [Section 9.3](#):

- Your *Terms of Use* and *Privacy Policy* must be publicly available.
- You must explicitly state in your applications *Terms of Use* that by using your application, users are bound by [Google's Terms of Service](#).
- You must notify users in your *Privacy Policy* that you are using the Google Maps API(s) and incorporate by reference the [Google Privacy Policy](#).

The recommended place to make available your *Terms of Use* and *Privacy Policy* will depend upon your applications platform. See below for details:

Mobile Applications

If developing a mobile application it is recommended that you provide a link to your *Terms of Use* and *Privacy Policy* on your applications download page in the relevant application store and in an application settings menu.

Web Applications

If developing a web application it is recommended that you provide a link to your *Terms of Use* and *Privacy Policy* in the footer of your website.

Pre-Fetching, Caching, or Storage of Content

Applications using the Google Places API Web Service are bound by the Google Maps APIs Terms of Service. [Section 10.5.d](#) of the terms states that you must not pre-fetch, cache, index, or store

any Content except under the limited conditions stated in the terms.

Note that the place ID, used to uniquely identify a place, is **exempt from** the caching restriction. You can therefore store place ID values indefinitely. The place ID is returned in the `place_id` field in Google Places API Web Service responses.

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