Guidelines App Store

- ☐ Test your app for crashes and bugs
- ☐ Ensure all app information and metadata is complete and accurate
- ☐ Update contact information for App Review to reach you
- ☐ Provide full access to your app for review purposes
- ☐ Enable backend services for live and accessible functionality
- ☐ Include detailed explanations of non-obvious features and in-app purchases
- ☐ Check whether your app follows guidance in various documentation sections, such as Development Guidelines, Design Guidelines, and Marketing Resources
- ☐ Ensure your app does not contain objectionable content
    - ☐ Avoid defamatory, discriminatory, or mean-spirited content.
    - ☐ Avoid realistic portrayals of violence and encourage illegal or reckless use of weapons.
    - ☐ Avoid sexual or pornographic material.
    - ☐ Avoid inflammatory religious commentary.
    - ☐ Avoid false information and features.
    - ☐ Avoid harmful concepts that capitalize on recent events.
- ☐ Implement measures for user-generated content
    - ☐ Filter objectionable material.
    - ☐ Provide a mechanism to report offensive content.
    - ☐ Ability to block abusive users.
    - ☐ Publish contact information for users.
- ☐ Comply with Kids Category requirements
    - ☐ Avoid links out of the app, purchasing opportunities, or other distractions.
    - ☐ Comply with privacy laws relating to data collection from children online.
    - ☐ Do not include third-party analytics or advertising.
- ☐ Ensure your app does not risk physical harm
    - ☐ Ensure accuracy and validation for medical apps.
    - ☐ Drug dosage calculators must be approved.
    - ☐ Avoid encouraging consumption of harmful substances.
    - ☐ Only display DUI checkpoints published by law enforcement.
    - ☐ Avoid urging customers to participate in risky activities.

- ☐ Provide accurate developer information for support
- ☐ Implement data security measures
- ☐ Apps for reporting criminal activity must involve local law enforcement and be offered only where involvement is active
- ☐ **App Completeness**
- ☐ Scrub placeholder text and ensure all necessary metadata is included.
- ☐ Test on-device for bugs and stability.
- ☐ Provide demo account info or a built-in demo mode.
- ☐ Ensure in-app purchases are complete and visible.
- ☐ Don't treat App Review as a testing service.
- ☐ **Beta Testing**
- ☐ Use TestFlight for demos, betas, and trials.
- ☐ Beta builds must comply with guidelines.
- ☐ **Accurate Metadata**
- ☐ Ensure metadata accurately reflects the app's core experience.
- ☐ Describe features and changes specifically.
- ☐ Clearly indicate in-app purchases.
- ☐ Screenshots and previews should show the app in use.
- ☐ Previews should only use video screen captures.
- ☐ Select the appropriate app category.
- ☐ Answer age rating questions honestly.
- ☐ Choose a unique app name.
- ☐ Secure rights for materials used.
- ☐ Focus metadata on the app experience.
- ☐ Ensure pre-order apps are complete.
- ☐ **Hardware Compatibility**
- ☐ Design apps for efficient power use.
- ☐ Ensure iPhone apps run on iPad where possible.
- ☐ Design Apple TV apps for Siri remote or game controllers.
- ☐ Apps should not suggest device restarts or modifications.
- ☐ **Software Requirements**
- ☐ Apps should use public APIs and run on current OS.
- ☐ Apps should be self-contained.
- ☐ Apps should not transmit viruses or disruptive code.
- ☐ Multitasking apps should use background services appropriately.
- ☐ Web browsing apps must use WebKit.
- ☐ Apps should not create alternate desktop/home screen environments.

☐ Apps should not alter or disable standard device functions.

☐ Apps should not be submitted with empty ad banners.

☐ Apps using SiriKit and Shortcuts should be relevant to their stated functionality.

☐ Apps using CallKit or SMS Fraud Extension should only block confirmed spam.

☐ Apps using facial recognition for account authentication must use LocalAuthentication where possible.

☐ Apps must request explicit user consent for recording user activity.

☐ Apps enabling file selection should include items from the Files app.

☐ Widgets, extensions, and notifications should be related to the app's content and functionality.

☐ Display advertising should be limited to the main app binary and appropriate for the app's age rating.

Monetization Guidelines:

☐ Clearly Explain Business Model:
   ☐ Ensure your business model is evident in metadata and App Review notes.
   ☐ Avoid delayed reviews and potential rejections by making your in-app purchases obvious.

☐ Avoid Manipulating Reviews:
   ☐ Do not manipulate reviews or rankings through paid, incentivized, filtered, or fake feedback.
   ☐ Engaging with third-party services for such manipulation can result in expulsion from the Apple Developer Program.

Payments:

☐ **In-App Purchase:**
   ☐ Use in-app purchase for unlocking features or functionality within your app.
   ☐ Disclose odds for items in loot boxes.
   ☐ Provide a restore mechanism for restorable in-app purchases.
   ☐ Follow guidelines for subscriptions and offer clear descriptions of subscription benefits.

☐ **Subscriptions:**
   ☐ Provide ongoing value to customers with auto-renewable subscriptions.
   ☐ Ensure seamless upgrade/downgrade experiences.

- ☐ Clearly describe subscription benefits and requirements.
- ☐ **Other Purchase Methods:**
    - ☐ Differentiate between acceptable and unacceptable methods based on the nature of your app.
    - ☐ Use in-app purchase for most scenarios, but consider alternatives for specific cases like reader apps, multiplatform services, enterprise services, person-to-person services, goods and services outside of the app, and free stand-alone apps.
- ☐ **Hardware-Specific Content:**
    - ☐ Unlock hardware-specific functionality without in-app purchase in limited circumstances.
    - ☐ Do not require unrelated product purchases or engage in advertising/marketing activities for unlocking app functionality.
- ☐ **Cryptocurrencies:**
    - ☐ Follow specific guidelines for wallets, mining, exchanges, initial coin offerings, and tasks-based rewards.

Other Business Model Issues:

- ☐ **Acceptable Practices:**
    - ☐ Display own apps or approved third-party apps for purchase or promotion within your app.
    - ☐ Disable access to specific approved rental content after the rental period.
    - ☐ Use wallet passes appropriately.
    - ☐ Insurance apps must be free and legally compliant.
- ☐ **Unacceptable Practices:**
    - ☐ Avoid creating interfaces resembling the App Store for displaying third-party apps.
    - ☐ Do not artificially increase ad impressions or click-throughs.
    - ☐ Follow specific guidelines for collecting funds for charities and fundraisers.
    - ☐ Do not arbitrarily restrict app usage by location or carrier.

Design Guidelines:

- ☐ **Copycats:**

- ☐ Develop original ideas and avoid copying existing apps.
- ☐ Impersonating other apps or services violates the Developer Code of Conduct.
- ☐ **Minimum Functionality:**

  - ☐ Ensure your app offers unique features and a distinct user experience.
  - ☐ **Apps should provide lasting entertainment value or utility.**
    - ☐ Avoid simple repackaging of websites.
    - ☐ Clearly disclose download sizes and prompt users before initiating downloads.
    - ☐ ARKit apps should offer rich and integrated AR experiences.

App Creation and Submission:

- ☐ Apps created from templates should be submitted directly by the provider.
- ☐ Remote desktop apps must comply with specific guidelines.
- ☐ Avoid creating multiple Bundle IDs for the same app.
- ☐ Ensure your app offers a unique and high-quality experience to avoid rejection.
- ☐ **Extensions:**

  - ☐ Apps hosting or containing extensions should comply with guidelines.
  - ☐ Keyboard and Safari extensions have additional rules to follow.
- ☐ **Apple Sites and Services:**

  - ☐ Do not scrape information from Apple sites or create rankings using this data.
  - ☐ Follow guidelines for using Apple Music services and APIs.
  - ☐ Do not misuse Apple services for spamming or phishing purposes.
- ☐ **Alternate App Icons:**

  - ☐ Apps may display customized icons with user initiation and revert options.
- ☐ **Mini Apps, Mini Games, Streaming Games, Chatbots, and Plug-ins:**

  - ☐ Software offered in apps must follow privacy guidelines and provide user control options.
  - ☐ Apps must not extend native platform APIs without permission.
- ☐ **Login Services:**

  - ☐ Apps using third-party login services must offer equivalent options with specific features.
  - ☐ Exceptions exist for certain types of apps and login scenarios.
- ☐ **Apple Pay:**

  - ☐ Provide all material purchase information to users before sale.
  - ☐ Follow Apple Pay branding and UI guidelines, especially for recurring payments.

☐ Monetizing Built-In Capabilities:

☐ Avoid monetizing built-in capabilities provided by hardware, operating systems, or Apple services.

App Review Process Guidelines:

☐ **Timing:**
  ☐ Understand that app review timing varies based on complexity and issues.
  ☐ Repeated rejections or manipulation attempts may prolong the review process.
☐ **Status Updates:**
  ☐ Monitor the current status of your app in App Store Connect.
☐ **Expedite Requests:**
  ☐ Request expedited review only for critical timing issues.
  ☐ Avoid abusing the expedite request system to respect fellow developers.
☐ **Release Date:**
  ☐ Note that the app won't appear on the App Store until the set release date, even if approved.
  ☐ Allow up to 24 hours for the app to appear on selected storefronts.
☐ **Rejections:**
  ☐ Understand that rejections aim to apply guidelines fairly.
  ☐ Use App Store Connect to communicate directly with the App Review team for questions or additional information.
☐ **Appeals:**
  ☐ Submit an appeal if you disagree with the review outcome.
  ☐ Provide suggestions for guideline changes to improve the review process or policy clarity.
☐ **Bug Fix Submissions:**
  ☐ Bug fixes won't be delayed over guideline violations except for legal or safety issues.
  ☐ Communicate via App Store Connect to indicate your intention to address the issue in the next submission.

References:
https://developer.apple.com/app-store/review/guidelines/#before-you-submit