**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