We're pleased that you want to invest your talents and time to develop applications for iOS. It has been a rewarding experience - both professionally and financially - for hundreds of thousands of developers and we want to help you join this successful group. We have published our App Store Review Guidelines in the hope that they will help you steer clear of issues as you develop your App and speed you through the approval process when you submit it.

We view Apps different than books or songs, which we do not curate. If you want to criticize a religion, write a book. If you want to describe sex, write a book or a song, or create a medical App. It can get complicated, but we have decided to not allow certain kinds of content in the App Store. It may help to keep some of our broader themes in mind:

1. We have lots of kids downloading lots of Apps. Parental controls work great to protect kids, but you have to do your part too. So know that we're keeping an eye out for the kids.  
   儿童保护：考虑小孩也可能会下载
2. We have hundreds of thousands of Apps in the App Store. If your App doesn't do something useful, unique or provide some form of lasting entertainment, it may not be accepted.  
   废话：不接收无有益用途的app
3. If your App looks like it was cobbled together in a few days, or you're trying to get your first practice App into the store to impress your friends, please brace yourself for rejection. We have lots of serious developers who don't want their quality Apps to be surrounded by amateur hour.  
   废话：不接收只为炫耀而简单拼凑的app
4. We will reject Apps for any content or behavior that we believe is over the line. What line, you ask? Well, as a Supreme Court Justice once said, "I'll know it when I see it". And we think that you will also know it when you cross it.  
   废话：不接收越界的App
5. If your App is rejected, we have a Review Board that you can appeal to. If you run to the press and trash us, it never helps.  
   废话：如果被拒可以申诉，但是威胁于事无补
6. If you attempt to cheat the system (for example, by trying to trick the review process, steal data from users, copy another developer's work, or manipulate the ratings) your Apps will be removed from the store and you will be expelled from the developer program.  
   废话：发现抄袭会被下架
7. This is a living document, and new Apps presenting new questions may result in new rules at any time. Perhaps your App will trigger this.  
   废话：规则随时可能变动

Lastly, we love this stuff too, and honor what you do. We're really trying our best to create the best platform in the world for you to express your talents and make a living too. If it sounds like we're control freaks, well, maybe it's because we're so committed to our users and making sure they have a quality experience with our products. Just like almost all of you are too.

1. As a developer of Apps for the App Store you are bound by the terms of the [Program License Agreement](https://developer.apple.com/membercenter/index.action#agreements) (PLA), Human Interface Guidelines (HIG), and any other licenses or contracts between you and Apple. The following rules and examples are intended to assist you in gaining acceptance for your App in the App Store, not to amend or remove provisions from any other agreement.  
   废话：需要遵守许可协议
2. Apps that crash will be rejected  
   会crash会被拒绝
3. Apps that exhibit bugs will be rejected  
   废话：有bug会被拒绝
4. Apps that do not perform as advertised by the developer will be rejected  
   废话：和开发者宣传不符的会被拒
5. Apps that include undocumented or hidden features inconsistent with the description of the App will be rejected  
   可能有关：隐藏功能
6. Apps that use non-public APIs will be rejected  
   可能有关：使用非公开API
7. Apps that read or write data outside its designated container area will be rejected  
   应该无关：越界读取数据会被拒
8. Apps that download code in any way or form will be rejected  
   应该无关：会下载代码的程序会被拒
9. Apps that install or launch other executable code will be rejected  
   应该无关：会执行其他程序
10. Apps that are "beta", "demo", "trial", or "test" versions will be rejected  
    有关：测试版会被拒
11. iPhone Apps must also run on iPad without modification, at iPhone resolution, and at 2X iPhone 3GS resolution  
    应该已经满足：多设备支持
12. Apps that duplicate Apps already in the App Store may be rejected, particularly if there are many of them, such as fart, burp, flashlight, and Kama Sutra Apps  
    无关：已有的重复程序会被拒绝
13. Apps that are not very useful, unique, are simply web sites bundled as Apps, or do not provide any lasting entertainment value may be rejected  
    无关：没有显著用途的会被拒
14. Apps that are primarily marketing materials or advertisements will be rejected  
    无关：主要是营销或者广告
15. Apps that are intended to provide trick or fake functionality that are not clearly marked as such will be rejected  
    无关：欺骗或虚假功能
16. Apps larger than 50MB in size will not download over cellular networks (this is automatically prohibited by the App Store)  
    无关：大于50M禁止通过蜂窝网下载
17. Multitasking Apps may only use background services for their intended purposes: VoIP, audio playback, location, task completion, local notifications, etc.  
    应该无关：后台程序仅可用于特殊的目的
18. Apps that browse the web must use the iOS WebKit framework and WebKit Javascript  
    无关：浏览网络必须使用WebKit插件
19. Apps that encourage excessive consumption of alcohol or illegal substances, or encourage minors to consume alcohol or smoke cigarettes, will be rejected  
    无关：鼓励饮酒抽烟
20. Apps that provide incorrect diagnostic or other inaccurate device data will be rejected  
    没理解：提供不正确诊断数据或设备数据会被拒
21. Developers "spamming" the App Store with many versions of similar Apps will be removed from the iOS Developer Program  
    无关：上传大量相似程序的开发者会被除名
22. Apps that are simply a song or movie should be submitted to the iTunes store. Apps that are simply a book should be submitted to the iBookstore  
    无关：音乐、电影、数据需要上传到专用store
23. Apps that arbitrarily restrict which users may use the App, such as by location or carrier, may be rejected  
    无关：故意限制使用用户（如根据位置）会被拒
24. Apps must follow the [iOS Data Storage Guidelines](https://developer.apple.com/icloud/documentation/data-storage/) or they will be rejected  
    可能有关：必须遵守数据存储规范
25. Apps that are offered in Newsstand must comply with schedules 1, 2 and 3 of the [Program License Agreement](https://developer.apple.com/membercenter/index.action#agreements) or they will be rejected  
    无关：针对新闻类应用的限制
26. Apps that display Apps other than your own for purchase or promotion in a manner similar to or confusing with the App Store will be rejected, unless designed for a specific approved need (e.g. health management, aviation, accessibility, etc.)  
    无关：推荐其他应用的会被拒
27. Apps or metadata that mentions the name of any other mobile platform will be rejected  
    无关：提及其他应用平台
28. Apps with placeholder text will be rejected  
    应该无关：有占位符文本
29. Apps with descriptions not relevant to the App content and functionality will be rejected  
    无关：具有和App功能无关的描述
30. App names in iTunes Connect and as displayed on a device should be similar, so as not to cause confusion  
    有关：商店上名字和设备上显示的名字要一致
31. Small and large App icons should be similar, so as to not to cause confusion  
    有关：大小图标要类似
32. Apps with App icons and screenshots that do not adhere to the 4+ age rating will be rejected  
    无关：图标和画面不符合4+年龄
33. Apps with Category and Genre selections that are not appropriate for the App content will be rejected  
    有关：目录与类型和程序内容不符
34. Developers are responsible for assigning appropriate ratings to their Apps. Inappropriate ratings may be changed/deleted by Apple  
    有关：开发者负责为程序指定合适的评级
35. Developers are responsible for assigning appropriate keywords for their Apps. Inappropriate keywords may be changed/deleted by Apple  
    有关：开发者负责为程序指定适合的关键字
36. Developers who attempt to manipulate or cheat the user reviews or chart ranking in the App Store with fake or paid reviews, or any other inappropriate methods will be removed from the iOS Developer Program  
    废话：伪造评价，开发者会被开除
37. Apps that recommend that users restart their iOS device prior to installation or launch may be rejected  
    无关：安装或运行前提示重启系统的会被拒
38. Apps should have all included URLs fully functional when you submit it for review, such as support and privacy policy URLs  
    有关：提交申请时所有URL必须有效
39. Apps that do not notify and obtain user consent before collecting, transmitting, or using location data will be rejected  
    将来有关：未通知用户并获得认可之前收集位置信息
40. Apps that use location-based APIs for automatic or autonomous control of vehicles, aircraft, or other devices will be rejected  
    无关：使用位置API用来调度交通工具
41. Apps that use location-based APIs for dispatch, fleet management, or emergency services will be rejected  
    无关：使用位置API用来应急服务
42. Location data can only be used when directly relevant to the features and services provided by the App to the user or to support approved advertising uses  
    无关：位置信息只能为App功能服务
43. Apps that provide Push Notifications without using the Apple Push Notification (APN) API will be rejected  
    将来有关：未使用APN推送
44. Apps that use the APN service without obtaining a Push Application ID from Apple will be rejected  
    将来有关：未从苹果获得推送ID擅自推送
45. Apps that send Push Notifications without first obtaining user consent will be rejected  
    将来有关：未获得用户初次同意直接推送
46. Apps that send sensitive personal or confidential information using Push Notifications will be rejected  
    无关：推送敏感信息
47. Apps that use Push Notifications to send unsolicited messages, or for the purpose of phishing or spamming will be rejected  
    无关：推送钓鱼信息
48. Apps cannot use Push Notifications to send advertising, promotions, or direct marketing of any kind  
    无关：不能推送广告、促销信息
49. Apps cannot charge users for use of Push Notifications  
    无关：推送功能不能收费
50. Apps that excessively use the network capacity or bandwidth of the APN service or unduly burden a device with Push Notifications will be rejected  
    应该无关：推送功能利用过多的APN服务流量
51. Apps that transmit viruses, files, computer code, or programs that may harm or disrupt the normal operation of the APN service will be rejected  
    废话：传输病毒文件
52. Apps that display any Player ID to end users or any third party will be rejected  
    无关：给终端用户限制Player ID
53. Apps that use Player IDs for any use other than as approved by the Game Center terms will be rejected  
    无关：将Player ID用于GC条款之外的用途
54. Developers that attempt to reverse lookup, trace, relate, associate, mine, harvest, or otherwise exploit Player IDs, aliases, or other information obtained through Game Center will be removed from the iOS Developer Program  
    无关：跟踪挖掘Player ID
55. Game Center information, such as Leaderboard scores, may only be used in Apps approved for use with Game Center  
    无关：GC相关
56. Apps that use the Game Center service to send unsolicited messages, or for the purpose of phishing or spamming will be rejected  
    无关：GC相关
57. Apps that excessively use the network capacity or bandwidth of Game Center will be rejected  
    无关：GC相关
58. Apps that transmit viruses, files, computer code, or programs that may harm or disrupt the normal operation of the Game Center service will be rejected  
    无关：GC相关
59. Apps that artificially increase the number of impressions or click-throughs of ads will be rejected  
    无关：人为提高广告点击率
60. Apps that contain empty iAd banners will be rejected  
    无关：包含空广告栏
61. Apps that are designed predominantly for the display of ads will be rejected  
    无关：主要目的用来显示广告
62. Apps must comply with all terms and conditions explained in the [Guidelines for Using Apple Trademarks and Copyrights](http://www.apple.com/legal/trademark/guidelinesfor3rdparties.html) and the [Apple Trademark List](http://www.apple.com/legal/trademark/appletmlist.html)  
    无关：遵守使用苹果商标版权的所有条款和条件
63. Apps that suggest or infer that Apple is a source or supplier of the App, or that Apple endorses any particular representation regarding quality or functionality will be rejected  
    无关：暗示App由苹果提供
64. Apps that appear confusingly similar to an existing Apple product or advertising theme will be rejected  
    无关：和已有苹果的产品或广告类似
65. Apps that misspell Apple product names in their App name (i.e., GPS for Iphone, iTunz) will be rejected  
    无关：苹果产品有错别字
66. Apps may not use protected third party material such as trademarks, copyrights, patents or violate 3rd party terms of use. Authorization to use such material must be provided upon request  
    确认无关：使用受保护的第三方材料
67. Apps that do not use the MediaPlayer framework to access media in the Music Library will be rejected  
    无关：不适用MediaPlayer框架使用音乐库
68. App user interfaces that mimic any iPod interface will be rejected  
    无关：模仿iPod界面
69. Audio streaming content over a cellular network may not use more than 5MB over 5 minutes  
    无关：通过蜂窝网传输的音频流不能多于5M/5分钟
70. Video streaming content over a cellular network longer than 10 minutes must use HTTP Live Streaming and include a baseline 64 kbps audio-only HTTP Live stream  
    可能有关：通过蜂窝网传输超过10分钟的视频必须使用HTTP Live Streaming并包含64k仅音频的直播流
71. Apps must comply with all terms and conditions explained in the [Apple iOS Human Interface Guidelines](https://developer.apple.com/library/ios/documentation/UserExperience/Conceptual/MobileHIG/Introduction/Introduction.html)  
    有关：必须遵守人机交互规则
72. Apps that look similar to Apps bundled on the iPhone, including the App Store, iTunes Store, and iBookstore, will be rejected  
    无关：和iPhone捆绑程序类似的应用
73. Apps that do not use system provided items, such as buttons and icons, correctly and as described in the [Apple iOS Human Interface Guidelines](https://developer.apple.com/library/ios/documentation/UserExperience/Conceptual/MobileHIG/Introduction/Introduction.html) may be rejected  
    可能有关：未能按照指导规则正确使用系统自带的按钮图标
74. Apps that create alternate desktop/home screen environments or simulate multi-App widget experiences will be rejected  
    无关：模拟桌面或者主屏环境
75. Apps that alter the functions of standard switches, such as the Volume Up/Down and Ring/Silent switches, will be rejected  
    无关：改变标准按钮功能
76. Apple and our customers place a high value on simple, refined, creative, well thought through interfaces. They take more work but are worth it. Apple sets a high bar. If your user interface is complex or less than very good, it may be rejected  
    废话：界面不够优秀或者太复杂
77. Apps that unlock or enable additional features or functionality with mechanisms other than the App Store will be rejected  
    无关：使用app store之外的机制提供额外的功能
78. Apps utilizing a system other than the In-App Purchase API (IAP) to purchase content, functionality, or services in an App will be rejected  
    无关：使用内购API之外的渠道支付
79. Apps using IAP to purchase physical goods or goods and services used outside of the App will be rejected  
    无关：使用内购API购买App之外的实物
80. Apps that use IAP to purchase credits or other currencies must consume those credits within the App  
    无关：内购相关
81. Apps that use IAP to purchase credits or other currencies that expire will be rejected  
    无关：使用内购API购买过期信用点
82. Content subscriptions using IAP must last a minimum of 7 days and be available to the user from all of their iOS devices  
    无关：内购相关
83. Apps that use IAP to purchase items must assign the correct Purchasability type  
    无关：内购相关
84. Apps that use IAP to purchase access to built-in capabilities provided by iOS, such as the camera or the gyroscope, will be rejected  
    无关：内购相关
85. Apps containing "rental" content or services that expire after a limited time will be rejected  
    无关：App包含出租的服务或者内容
86. Insurance Apps must be free, in legal-compliance in the regions distributed, and cannot use IAP  
    无关：保险应用必须免费
87. In general, the more expensive your App, the more thoroughly we will review it  
    废话：越贵的App审核越彻底
88. Apps offering subscriptions must do so using IAP, Apple will share the same 70/30 revenue split with developers for these purchases, as set forth in the [Program License Agreement](https://developer.apple.com/membercenter/index.action#agreements)  
    无关：提供订阅的App必须使用内购API
89. Apps that link to external mechanisms for purchases or subscriptions to be used in the App, such as a "buy" button that goes to a web site to purchase a digital book, will be rejected  
    无关：连接到外部的购买或者订阅渠道
90. Apps can read or play approved content (specifically magazines, newspapers, books, audio, music, video and cloud storage) that is subscribed to or purchased outside of the App, as long as there is no button or external link in the App to purchase the approved content. Apple will only receive a portion of revenues for content purchased inside the App  
    无关：阅读或者播放相关
91. Apps may only use auto renewing subscriptions for periodicals (newspapers, magazines), business Apps (enterprise, productivity, professional creative, cloud storage) and media Apps (video, audio, voice), or the App will be rejected  
    无关：订阅类应用
92. Apps may enable additional approved features or functionality when used in combination with specific approved physical products (such as a toy) as long as the additional features and functionality are either completely dependent on such hardware (for example an App that is used to control a telescope) or also available through the App without the physical products, such as by way of reward for achievement or by use of IAP  
    无关：和实体产品捆绑销售有关
93. Apps that scrape any information from Apple sites (for example from [apple.com](http://apple.com), iTunes Store, App Store, iTunes Connect, Apple Developer Programs, etc.) or create rankings using content from Apple sites and services will be rejected  
    无关：从苹果网站抓取内容
94. Apps may use approved Apple RSS feeds such as the iTunes Store RSS feed  
    无关：RSS订阅
95. Apps that are simply web clippings, content aggregators, or a collection of links, may be rejected  
    无关：爬虫类应用
96. Apps that encourage users to use an Apple Device in a way that may cause damage to the device will be rejected  
    无关：app可能使设备受损
97. Apps that rapidly drain the device's battery or generate excessive heat will be rejected  
    可能有关：电池耗电太快
98. Apps whose use may result in physical harm may be rejected  
    无关：可能造成人体伤害
99. Any App that is defamatory, offensive, mean-spirited, or likely to place the targeted individual or group in harm's way will be rejected  
    无关：包含针对个人或者组织的诽谤
100. Professional political satirists and humorists are exempt from the ban on offensive or mean-spirited commentary  
     无关：职业政治讽刺家不受限制
101. Apps portraying realistic images of people or animals being killed or maimed, shot, stabbed, tortured or injured will be rejected  
     无关：包含人或者动物被杀的写实照片
102. Apps that depict violence or abuse of children will be rejected  
     无关：描述虐待儿童
103. "Enemies" within the context of a game cannot solely target a specific race, culture, a real government or corporation, or any other real entity  
     无关：游戏中不能以具体种族政府作为敌人
104. Apps involving realistic depictions of weapons in such a way as to encourage illegal or reckless use of such weapons will be rejected  
     无关：写实武器
105. Apps that include games of Russian roulette will be rejected  
     可能有关：包含俄罗斯轮盘游戏
106. Apps that present excessively objectionable or crude content will be rejected  
     无关：包含反动或粗鲁的内容
107. Apps that are primarily designed to upset or disgust users will be rejected  
     无关：主要为了骚扰用户
108. Apps cannot transmit data about a user without obtaining the user's prior permission and providing the user with access to information about how and where the data will be used  
     应该无关：传输数据之前没有用户认可
109. Apps that require users to share personal information, such as email address and date of birth, in order to function will be rejected  
     无关：要求用户共享私人信息
110. Apps may ask for date of birth (or use other age-gating mechanisms) only for the purpose of complying with applicable children's privacy statutes, but must include some useful functionality or entertainment value regardless of the user's age  
     无关：要求生日信息
111. Apps that collect, transmit, or have the capability to share personal information (e.g. name, address, email, location, photos, videos, drawings, persistent identifiers, the ability to chat, or other personal data) from a minor must comply with applicable children's privacy statutes  
     无关：收集传输个人信息
112. Apps containing pornographic material, defined by Webster's Dictionary as "explicit descriptions or displays of sexual organs or activities intended to stimulate erotic rather than aesthetic or emotional feelings", will be rejected  
     可能有关：包含色情内容
113. Apps that contain user generated content that is frequently pornographic (e.g. "Chat Roulette" Apps) will be rejected  
     有关：用户提供内容且经常涉及色情
114. Apps containing references or commentary about a religious, cultural or ethnic group that are defamatory, offensive, mean-spirited or likely to expose the targeted group to harm or violence will be rejected  
     无关：涉及宗教
115. Apps may contain or quote religious text provided the quotes or translations are accurate and not misleading. Commentary should be educational or informative rather than inflammatory  
     无关：包含或引用宗教有关内容
116. Sweepstakes and contests must be sponsored by the developer/company of the App  
     没理解：赌金或博彩（？）必须由开发者主办？
117. Official rules for sweepstakes and contests must be presented in the App and make it clear that Apple is not a sponsor or involved in the activity in any manner  
     无关：必须清楚说明赌金和博彩和苹果无关
118. It must be permissible by law for the developer to run a lottery App, and a lottery App must have all of the following characteristics: consideration, chance, and a prize  
     无关：彩票app的规定
119. Apps that allow a user to directly purchase a lottery or raffle ticket in the App will be rejected  
     无关：彩票
120. Apps that offer real money gaming (e.g. sports betting, poker, casino games, horse racing) must have necessary licensing and permissions in the locations where the App is used, must be restricted to those locations, and must be free on the App Store  
     无关：真是金钱游戏
121. Apps that use IAP to purchase credit or currency to use in conjunction with real money gaming will be rejected  
     无关：内购和金钱
122. Apps that include the ability to make donations to recognized charitable organizations must be free  
     无关：捐献有关App必须免费
123. The collection of donations must be done via a web site in Safari or an SMS  
     无关：捐献方式
124. Apps must comply with all legal requirements in any location where they are made available to users. It is the developer's obligation to understand and conform to all local laws  
     废话：遵守地方法规
125. Apps that contain false, fraudulent or misleading representations or use names or icons similar to other Apps will be rejected  
     废话：包含和其他App类似的误导性的描述、图标
126. Apps that solicit, promote, or encourage criminal or clearly reckless behavior will be rejected  
     无关：鼓励犯罪
127. Apps that enable illegal file sharing will be rejected  
     应该无关：非法文件共享
128. Apps that are designed for use as illegal gambling aids, including card counters, will be rejected  
     无关：App主要为帮助非法赌博
129. Apps that enable anonymous or prank phone calls or SMS/MMS messaging will be rejected  
     无关：骚扰电话或者短信
130. Developers who create Apps that surreptitiously attempt to discover user passwords or other private user data will be removed from the iOS Developer Program  
     无关：尝试收集用户个人信息或密码
131. Apps that contain DUI checkpoints that are not published by law enforcement agencies, or encourage and enable drunk driving, will be rejected  
     无关：鼓励酒驾
132. Apps that calculate medicinal dosages must be submitted by the manufacturer of those medications or recognized institutions such as hospitals, insurance companies, and universities  
     无关：计算药物剂量
133. Passbook Passes can be used to make or receive payments, transmit offers or offer identification (such as movie tickets, airline tickets, coupons and reward offers). Other uses may result in the rejection of the App and the revocation of Passbook credentials  
     无关：Passbook相关
134. Passes must include valid contact information from the issuer of the pass or the App will be rejected and Passbook credentials may be revoked  
     无关：Pass相关
135. Passes must be signed by the entity that will be distributing the pass under its own name, trademark, or brand or the App will be rejected and Passbook credentials may be revoked  
     无关：Pass相关
136. Apps primarily intended for use by kids under 13 must include a privacy policy  
     无关：主要为13岁以下小孩涉及的，要有隐私规范
137. Apps primarily intended for use by kids under 13 may not include behavioral advertising (e.g. the advertiser may not serve ads based on the user's activity within the App), and any contextual ads presented in the App must be appropriate for kids  
     无关：主要为13岁以下小孩
138. Apps primarily intended for use by kids under 13 must get parental permission or use a parental gate before allowing the user to link out of the app or engage in commerce  
     无关：小孩
139. Apps in the Kids Category must be made specifically for kids ages 5 and under, ages 6-8, or ages 9-11  
     无关：小孩

This document represents our best efforts to share how we review Apps submitted to the App Store, and we hope it is a helpful guide as you develop and submit your Apps. It is a living document that will evolve as we are presented with new Apps and situations, and we'll update it periodically to reflect these changes.

Thank you for developing for iOS. Even though this document is a formidable list of what not to do, please also keep in mind the much shorter list of what you must do. Above all else, join us in trying to surprise and delight users. Show them their world in innovative ways, and let them interact with it like never before. In our experience, users really respond to polish, both in functionality and user interface. Go the extra mile. Give them more than they expect. And take them places where they have never been before. We are ready to help.