应用商店审查指南

序言

我们很高兴你能付出才华和时间来为iOS开发应用程序。对于为数众多的开发者来说，不论在职业上还是在经济上，这样的经历都是有丰厚回报的，我们希望帮你加入这个成功的组织。已经发布的**应用商店审查指南**，能帮你避开在开发应用程序过程中遇到的一些问题，使你的应用程序提交后能更快的通过审核。

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.

我们把应用程序看作与书籍和音乐不同的东西，因为书籍和音乐不需要我们管理。如果你想作关于宗教的评论，可以写一本书。如果你想描写与性有关的事，可以写书、作曲或者开发一款医学类应用程序。不过我们已经决定不允许某些内容出现在应用商店中，虽然这么做有点复杂，但这有助于我们更加全面的考虑问题：

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:

- 我们有很多提供给儿童下载的应用程序。虽然家长监护可以很好的保护儿童，但是开发人员也要承担应尽的责任。我们要关心孩子们。

- 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.

- 应用商店中有超过一百万个应用程序。如果你的应用程序没有一些独特有用的功能，无法提供某种形式的持续性娱乐，或者纯粹的哗众取宠，那么它可能不会被应用商店接受。

- We have over a million Apps in the App Store. If your App doesn't do something useful, unique or provide some form of lasting entertainment, or if your app is plain creepy, it may not be accepted.

- 如果你的应用程序看上去像是那种只花了几天功夫简单拼凑出来的产品，或者只是试图在应用商店上架你的第一个试验性的应用程序来抓住你朋友的眼球，请提前做好被拒绝的准备。我们有很多态度严谨的开发者，不希望他们的高品质应用程序充斥在一些业余作品之中。

- 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.

- 我们拒绝任何包含违规内容或行为的应用程序。你可能会问这些具体限制是什么？最高法院的法官曾说过："当它出现时我们自然心中有数"。所以我们认为，当你违规时，其实心里是知道的。

- 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.

- 如果你的应用程序被拒绝，我们还设立了一个审查委员会供你上诉。如果你去媒体抨击我们，那是于事无补的。

- 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.

- 如果你试图作弊（比如在审核过程中耍花招、窃取用户数据、抄袭其他开发者作品，或者篡改应用评分），你的应用程序会被应用商店下架，并且还会从开发者计划中将你除名。

- 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.

- 这是一份动态文档，会随着应用程序产生的各种问题实时更新审查规则，或许你的应用程序就会触及这一点。

- 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.

最后要说明的是，我们珍视应用商店这个平台，也非常尊重开发者的劳动成果。我们确实在尽力创建全球最佳平台，以便让开发者展示才华，同时还可以赚钱谋生。如果这些审查规则让你感觉我们的控制欲过强，那是因为我们曾向像你一样的用户承诺过，我们要用我们的产品让用户获得高品质体验。

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.

Table of Contents

1. Terms and conditions 条款和条件

- 作为应用商店的应用开发者，你要遵守与苹果之间包括：程序许可证协议、人机接口指南以及其它一些许可和协议要求。下面的一些规则和示例只是为了帮助你的应用获得应用商店的认可，而不是修改或删除任何其他协议中的条款。

- As a developer of Apps for the App Store you are bound by the terms of the **Program License Agreement** (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.

2. Functionality 功能

- 发生崩溃的应用会被拒

- Apps that crash will be rejected

- 有bugs的应用会被拒

- Apps that exhibit bugs will be rejected

- 与开发者描述的表现不一致的应用会被拒

- Apps that do not perform as advertised by the developer will be rejected

- 无应用文档或隐藏功能与描述不符的程序将会被拒

- Apps that include undocumented or hidden features inconsistent with the description of the App will be rejected

- 使用未公开API的应用会被拒

- Apps that use non-public APIs will be rejected

- 读写指定容器域外数据的应用会被拒

- Apps that read or write data outside its designated container area will be rejected

- 以无论何种形式或方式下载代码的应用都会被拒

- Apps that download code in any way or form will be rejected

- 安装或启动其它可执行代码的应用会被拒

- Apps that install or launch other executable code will be rejected

- 示例、试用或测试版本的应用会被拒。Beta版应用只能通过TestFlight提交，并且必须遵守TestFlight相关指南。

- Apps that are "demo", "trial", or "test" versions will be rejected. Beta Apps may only be submitted through TestFlight and must follow the TestFlight guidelines

- iPhone应用必须能不经修改，以iPhone的分辨率和2倍iPhone 3GS的分辨率运行在iPad上

- iPhone Apps must also run on iPad without modification, at iPhone resolution, and at 2X iPhone 3GS resolution

- 与应用商店中已有应用重复的应用会被拒，特别是在数据众多的情况下，例如放屁、打嗝、手电筒和印度爱经之类的应用程序

- 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

- 没有很大用处，不够特别或是仅仅通过打包简单网站，没有提供持续性娱乐功能的应用会被拒

- 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

- 内容主要是营销材料或广告的程序将会被拒绝

- Apps that are primarily marketing materials or advertisements will be rejected

- 包含没有标明的欺诈或虚假功能的应用程序会被拒

- Apps that are intended to provide trick or fake functionality that are not clearly marked as such will be rejected

- 大小超过100MB的应用不会通过蜂窝网被下载（应用商店会自己禁止这种情况发生）

- Apps larger than 100MB in size will not download over cellular networks (this is automatically prohibited by the App Store)

- 多任务程序使用后台服务仅限于几种目的：VoIP、音频播放、地理位置、完成任务以及本地提醒等

- Multitasking Apps may only use background services for their intended purposes: VoIP, audio playback, location, task completion, local notifications, etc.

- 浏览Web内容的应用必须使用WebKit框架和WebKit JavaScript

- Apps that browse the web must use the iOS WebKit framework and WebKit Javascript

- 鼓励酗酒或使用违禁药物，或引诱青少年饮酒或吸烟的程序会被拒

- Apps that encourage excessive consumption of alcohol or illegal substances, or encourage minors to consume alcohol or smoke

cigarettes, will be rejected

- 提供错误的系统诊断或不精确的设备数据的应用将会被拒绝。

- Apps that provide incorrect diagnostic or other inaccurate device data will be rejected

- 向App Store上传大量相似版本程序的开发者将会从iOS开发者计划中除名

- Developers "spamming" the App Store with many versions of similar Apps will be removed from the iOS Developer Program

- 只是简单一首歌曲或者一部影片的应用应该提交到iTunes store，书籍类应用应该提交到iBookstore

- 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 iBooks Store

- 武断地根据环境（如定位或者运营商）限制用户使用的应用会被拒

- Apps that arbitrarily restrict which users may use the App, such as by location or carrier, may be rejected

- 应用必须遵守**iOS 数据存储指南**，否则会被拒

- Apps must follow the **iOS Data Storage Guidelines** or they will be rejected

- 存放在Newsstand的应用必须遵守开发者项目许可协议（Program License Agreement）的表1、表2以及表3，否则应用会被拒

- Apps that are offered in Newsstand must comply with schedules 1, 2 and 3 of the **Program License Agreement** or they will be rejected

- 使用户将其与App Store混淆，或者基于购买或者促销的目的而展示其他应用的应用将被拒

- 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

- 只有当app是出于特殊审核需要（比如健康管理、航空以及无障碍需求

等）或为特殊群体用户提供具有重大意义的附加值时，才可以展示和推荐自身以外的其他应用程序，否则应用程序将会被拒

- Apps may display and recommend apps other than your own only if the collection is designed for a specific approved need (e.g. health management, aviation, accessibility, etc.) or provides significant added value for a specific group of customers, or they will be rejected

- 如果应用的核心功能不能使用Siri遥控器会被拒。不过应用程序可以提供与游戏控制器或者其他周边设备相连接的增强功能

- If your app's core functionality doesn't work with the Siri remote it will be rejected. The app may, however, provide enhanced functionality in connection with a game controller or other peripheral

3. Metadata (name, descriptions, ratings, rankings, etc.) 元数据

- 应用或者元数据中提到其他任何移动平台的会被拒
- Apps or metadata that mentions the name of any other mobile platform will be rejected

- 带有占位符文本的应用会被拒

- Apps with placeholder text will be rejected

- 应用程序的名字、描述、截屏或预览与其本身不相关的会被拒

- Apps with names, descriptions, screenshots, or previews not relevant to the content and functionality of the App will be rejected

- 为了不混淆用户，iTunes Connect中的应用名称应该和展示在设备上的应用名称一致

- App names in iTunes Connect and as displayed on a device should be similar, so as not to cause confusion

- 不同尺寸的应用程序图标要一致，避免引起混淆

- Small and large App icons should be similar, so as not to cause confusion

- 应用程序的图标、截图、预览以及位于Apple TV主屏幕顶部展区的Apple TV应用的图片展示不符合4+年龄评级的程序将会拒

- Apps with App icons, screenshots, previews, and images displayed when an Apple TV app is in the top shelf of the Apple TV home screen that do not adhere to the 4+ age rating will be rejected

- 目录与类型不适合于程序内容的程序将会被拒

- Apps with Category and Genre selections that are not appropriate for the App content will be rejected

- 开发者负责为其应用指定合适的评级。不相称的评级可能会由苹果公司修改或删除

- Developers are responsible for assigning appropriate ratings to their Apps. Inappropriate ratings may be changed/deleted by Apple

- 开发者负责为其程序指定恰当的关键字。不恰当的关键词可能会被苹果公司修改/删除

- Developers are responsible for assigning appropriate keywords for their Apps. Inappropriate keywords may be changed/deleted by Apple

- 试图通过伪造评论或者付费评论的方式在AppStore中操纵或者其欺骗用户评论（或者采用其他不正当方式）以提升排名的开发者将会被苹果从iOS开发者计划中除名

- 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

- 在安装或打开应用之前，推荐用户重启iOS设备的应用将会被拒

- Apps that recommend that users restart their iOS device prior to installation or launch may be rejected

- 提交审核的应用程序应包含能正常运行的URL，比如支持服务URL和隐私政策URL

- Apps should have all included URLs fully functional when you submit it for

review, such as support and privacy policy URLs

- 应用程序的截图、预览或者营销文本没有清晰地指出附加内容或项目需要额外单独购买（比如使用IAP）将会被拒绝

- Apps with screenshots, previews, and marketing text that do not clearly identify supplemental content or items that must be purchased separately (e.g. using IAP) will be rejected

- 应用预览仅能使用从应用程序捕获的屏幕视频、旁白、文本以及设计浮层，否则应用程序会被拒

- App previews may only use video screen captures of the app, narration, and textual and design overlays, or the app will be rejected

- 有应用预览，未经许可展示真实个人信息的应用会被拒

- Apps with previews that display personal information of a real person without permission will be rejected

- 应用预览仅能使用在所有选定地区内经过授权许可、用于此目的的音乐

- App previews may only include music that is licensed for that purpose in all selected territories

- 应用预览和截图包含未经授权通过（如音乐、视频以及以及相关封面艺术设计）播放的内容或流媒体会被拒

- App previews and screenshots that include content played or streamed via the app (e.g. music, video, and related cover art) that is not licensed for use in the preview or screenshots will be rejected

4. Location 位置

- 收集、传输或使用位置数据之前未通知并获得用户同意的应用会被拒
- Apps that do not notify and obtain user consent before collecting, transmitting, or using location data will be rejected

- 基于位置API，用于车辆、飞机或其他设备的自动控制或自主控制的应用程序会被拒

- Apps that use location-based APIs for automatic or autonomous control of vehicles, aircraft, or other devices will be rejected

- 基于位置API，用于应急服务的应用程序会被拒

- Apps that use location-based APIs for emergency services will be rejected

- 当与提供的功能或服务密切相关，或者为支持经过授权的广告时，应用程序才可以使用位置数据

- 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

- 使用后台位置服务的应用必须根据人机接口指南来说明使用该服务的原因和机制

- Apps using background location services must provide a reason that clarifies the purpose of the use, using mechanisms described in the Human Interface Guidelines

5. Push Notifications 推送通知

- 不使用苹果推送通知(APN)应用接口提供推送通知的应用会被拒
- Apps that provide Push Notifications without using the Apple Push Notification (APN) API will be rejected

- 未从苹果获得推送应用ID便擅自使用APN服务的程序会被拒

- Apps that use the APN service without obtaining a Push Application ID from Apple will be rejected

- 在首次推送消息或者要求运行推送通知之前未获得用户许可的应用会被拒

- Apps that send Push Notifications without first obtaining user consent, as well as apps that require Push Notifications to function, will be rejected

- 使用推送通知发送敏感个人信息或机密信息的应用会被拒

- Apps that send sensitive personal or confidential information using Push

Notifications will be rejected

- 使用推送通知发送非请求消息，或用于钓鱼、群发垃圾信息用途的应用会被拒

- Apps that use Push Notifications to send unsolicited messages, or for the purpose of phishing or spamming will be rejected

- 应用程序不能使用推送通知发送广告、促销或任何类型的直销信息

- Apps cannot use Push Notifications to send advertising, promotions, or direct marketing of any kind

- 应用程序不能向使用推送通知服务的用户收取费用

- Apps cannot charge users for use of Push Notifications

- 过度使用APN服务网络流量或带宽，给设备带来过度负担的应用会被拒

- Apps that excessively use the network capacity or bandwidth of the APN service or unduly burden a device with Push Notifications will be rejected

- 传送病毒、文件、计算机代码或程序，或对APN服务的正常运行造成损害或中断的应用会被拒

- Apps that transmit viruses, files, computer code, or programs that may harm or disrupt the normal operation of the APN service will be rejected

6. Game Center 游戏中心

- 向终端用户或任意第三方显示玩家ID的程序会被拒

- Apps that display any Player ID to end users or any third party will be rejected

- 将玩家ID用于任何未经游戏中心条款批准用途的程序会被拒

- Apps that use Player IDs for any use other than as approved by the Game Center terms will be rejected

- 试图进行反向搜索、跟踪、关联、挖掘、获得或利用玩家ID、别名或通过游戏中心获得其他信息的开发者会被从iOS开发者计划中除名

- 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

- 游戏中心信息（例如排行榜分数），只能用于游戏中心批准的应用程序中

- Game Center information, such as Leaderboard scores, may only be used in Apps approved for use with Game Center

- 利用游戏中心服务发送非请求信息，或用于钓鱼或群发垃圾邮件的程序会被拒

- Apps that use the Game Center service to send unsolicited messages, or for the purpose of phishing or spamming will be rejected

- 过度使用游戏中心网络流量或带宽的应用程序会被拒

- Apps that excessively use the network capacity or bandwidth of Game Center will be rejected

- 传送病毒、文件、计算机代码或程序，并且对游戏中心服务的正常运行造成损害或中断的应用会被拒

- 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

7. Advertising 广告

- 人为刷广告浏览量或点击率的应用程序会被拒

- Apps that artificially increase the number of impressions or click-throughs of ads will be rejected

- 包含空白iAd广告条幅的应用程序会被拒

- Apps that contain empty iAd banners will be rejected

- 主要设计目的在于显示广告的应用程序会被拒

- Apps that are designed predominantly for the display of ads will be rejected

8. Content and Intellectual Property Rights 内容与知识产权

- 应用程序必须遵守**苹果公司商标与版权使用指南**和**苹果商标列表**中说明的所有条款与条件
- Apps must comply with all terms and conditions explained in the **Guidelines for Using Apple Trademarks and Copyrights** and the **Apple Trademark List**

- 任何误导和暗示苹果公司是该应用程序的来源或提供商，或者让人误认为苹果公司以某种形式表示认可其质量或功能的应用程序会被拒

- 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

- 与目前已有的苹果产品或者广告主题外观相似易混淆的应用程序会被拒

- Apps that appear confusingly similar to an existing Apple product, interface, or advertising theme will be rejected

- 在应用程序名称中将苹果产品的名字拼错的应用程序（例如，GPS for Iphone，iTunz）会被拒

- Apps that misspell Apple product names in their App name (i.e., GPS for Iphone, iTunz) will be rejected

- 应用程序不得使用受保护的第三方材料（比如商标、版权以及专利），不能违反第三方使用条款。必须提供使用这些材料的授权许可

- 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

- 若无明确授权许可，从第三方来源处（比如YouTube、SoundCloud以及Vimeo等）下载音乐或者视频内容的应用程序会被拒

- Apps that include the ability to save or download music or video content from third party sources (e.g. Apple Music, YouTube, SoundCloud, Vimeo, etc) without explicit authorization from those sources will be rejected

9. Media content 媒体内容

- 不使用媒体播放器框架（MediaPlayer Framework）获取音乐库中媒体内容的应用程序会被拒
- Apps that do not use the MediaPlayer framework to access media in the Music Library will be rejected

- 模仿iPod或者iTunes用户界面的应用程序会被拒

- App user interfaces that mimic any iPod or iTunes interface will be rejected

- 通过蜂窝网络传输的音频流内容每5分钟不得超过5MB

- Audio streaming content over a cellular network may not use more than 5MB over 5 minutes

- 通过蜂窝网络传输超过10分钟的视频流内容必须使用HTTP Live Streaming协议，并且要包含一个基线为192kbps或者更低的HTTP实时流

- Video streaming content over a cellular network longer than 10 minutes must use HTTP Live Streaming and include a baseline 192 kbps or lower HTTP Live stream

10. User interface 用户界面

- 应用程序必须遵守苹果**iOS人机交互指南**中所有的条款和条件：
- Apps must comply with all terms and conditions explained in the applicable Apple Human Interface Guidelines:

    - iOS人机界面指南
    - iOS Human Interface Guidelines

    - OS X 人机界面指南

- OS X Human Interface Guidelines

- Apple TV 人机界面指南

- Apple TV Human Interface Guidelines

- Apple Watch 人机界面指南

- Apple Watch Human Interface Guidelines

- 外观与iOS或Watch OS设备自带应用（比如App Store、iTunes Store和iBookstore）相似的应用程序会被拒

- Apps that look similar to Apps bundled on iOS or Watch OS devices, including the App Store, iTunes Store, and iBooks Store, will be rejected

- 未能按苹果**iOS Human Interface Guidelines**描述正确使用系统提供的项目（比如按钮、图标）的应用会被拒

- Apps that do not use system provided items, such as buttons and icons, correctly and as described in the **Apple iOS Human Interface Guidelines** may be rejected

- 创建桌面/主屏幕环境或者模拟multi-App插件体验的应用程序会被拒

- Apps that create alternate desktop/home screen environments or simulate multi-App widget experiences will be rejected

- 修改音量大小和铃声/静音等标准开关功能的应用程序会被拒

- Apps that alter the functions of standard switches, such as the Volume Up/Down and Ring/Silent switches, will be rejected

- 苹果和我们的客户高度推崇简单、精致、富有创造性以及经过精心设计的界面。虽然需要付出更多，但却非常值得。苹果设立了很高的门槛。如果你的用户界面太过复杂或者水准不高，会被拒

- 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

- 主要功能为报时的Watch就用会被拒

- Watch Apps whose primary function is telling time will be rejected

- 显示活动转动环的应用不能修改转动环及其表示的数据

- Apps displaying Activity rings may not modify the rings or the data they represent

11. Purchasing and currencies 购买和货币

- 使用App Store以外的渠道解锁或开启附加属性和功能的应用程序会被拒
- Apps that unlock or enable additional features or functionality with mechanisms other than the App Store will be rejected

- 使用应用内支付系统（IAP）以外的系统购买内容、功能或服务的应用软件会被拒

- Apps utilizing a system other than the In-App Purchase API (IAP) to purchase content, functionality, or services in an App will be rejected

- 使用IAP购买实物商品或者用于该软件之外的商品和服务的应用软件会被拒

- Apps using IAP to purchase physical goods or goods and services used outside of the App will be rejected

- 使用IAP购买积分（信用点）或者其他货币必须在本应用中消费

- Apps that use IAP to purchase credits or other currencies must consume those credits within the App

- 使用IAP购买已过期积分或其他货币的应用软件会被拒

- Apps that use IAP to purchase credits or other currencies that expire will be rejected

- 使用IAP订阅的内容至少要持续7天，而且允许在用户的其他iOS设备间共享

- Content subscriptions using IAP must last a minimum of 7 days and be available to the user from all of their iOS devices

- 使用IAP购买项目的应用程序必须指派正确的购买类型

- Apps that use IAP to purchase items must assign the correct Purchasability type

- 使用IAP购买使用iOS、watchOS以及tvOS内置功能（如照相机，陀螺仪）或者苹果品牌周边产品（比如苹果键盘、苹果电容笔），或苹果服务（比如苹果音乐、iCloud存储）的应用程序会被拒

- Apps that use IAP to purchase access to built-in capabilities provided by iOS, watchOS, and tvOS, such as the camera or the gyroscope, or Apple-branded peripherals, such as Apple Pencil or Apple Keyboard, or Apple services, such as Apple Music access or iCloud storage, will be rejected

- 除经特定批准的内容外（比如电影、电视节目音乐以及书籍），含有超过限定时间的内容或服务的应用程序会被拒

- Apps containing content or services that expire after a limited time will be rejected, except for specific approved content (e.g. films, television programs, music, books)

- 保险类应用程序必须免费，要遵守发布地区的法律，并且不能使用IAP

- Insurance Apps must be free, in legal-compliance in the regions distributed, and cannot use IAP

- 一般而言，应用程序售价越高，我们的审查会越细致彻底

- In general, the more expensive your App, the more thoroughly we will review it

- 提供订阅功能的应用必须使用IAP，苹果将会按照**开发者计划许可证协议**中的约定与开发者按30/70比例分成

- 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**

- 在应用内使用跳转至外部购买或订阅链接的应用会被拒，比如"buy"按钮跳转至一个购买电子书的web页面

- 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

*只要应用内没有跳转至外部购买、订阅的按钮或链接，苹果允许这些应用读取或展示经批准的、在应用外购买或订阅的内容(特别是杂志、报纸、书籍、音频、音乐、视频以及云存储内容)。苹果只能通过应用程序内的购买获得一部分收益 * 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

- 应用程序可以只使用自动更新订阅期刊(报纸、杂志)、商业应用程序(企业类、效率类、专业创意类以及云存储类)和媒体类应用程序(视频、音频、声音)，否则应用程序会被拒
- 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

- 当与特定的经过审核的实体产品（比如玩具）结合使用时，应用程序可以使用获得批准的附加特性和功能，只要附加功能完全依赖于该硬件产品（比如一款用于控制望远镜的应用程序）或者也可以在不使用实物产品的情况下使用应用程序，比如成就奖励或者使用IAP

- 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

- 如果应用功能遵照各州和联邦法律，那么应用可以用来促进被认可的虚拟货币的流通

- Apps may facilitate transmission of approved virtual currencies provided that they do so in compliance with all state and federal laws for the territories in which the app functions

12. Scraping and aggregation 抓取和聚合

- 从苹果网站（例如apple.com、iTunes Store、App Store、iTunes Connect以及Apple Developer Programs等）抓取任何信息或者使用苹果网站内容和服务进行排名的应用程序会被拒
- Apps that scrape any information from Apple sites (for example from 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

- 应用软件可以使用获得批准的苹果RSS源，例如iTunes Store RSS源

- Apps may use approved Apple RSS feeds such as the iTunes Store RSS feed

- 只是简单的网页剪切、内容整合或者收集链接的应用程序会被拒

- Apps that are simply web clippings, content aggregators, or a collection of links, may be rejected

13. Damage or injury 损伤或损害

- 怂恿用户以可能造成损害的方式使用苹果设备的应用软件会被拒
- Apps that encourage users to use an Apple Device in a way that may cause damage to the device will be rejected

- 快速耗光设备电量或产生过多热量的应用软件会被拒

- Apps that rapidly drain the device's battery or generate excessive heat will be rejected

- 能导致用户人身伤害的应用会被拒

- Apps whose use may result in physical harm may be rejected

14. Personal attacks 人身攻击

- 涉及诽谤、人身攻击性质以及内容狭隘卑鄙的应用软件或者打击特定个人或组织的应用软件会被拒。职业政治讽刺家和幽默作家不受这一条款约束
- Any App that is defamatory, offensive, mean-spirited, or likely to place the

targeted individual or group in harm's way will be rejected. Professional political satirists and humorists are exempt from the ban on offensive or mean-spirited commentary

- 展示用户创作内容（UGC）的应用程序必须提供一个过滤不良资讯的方法，一个用户可以标记侵犯性内容的机制，以及可以阻止辱骂用户的能力

- Apps that display user generated content must include a method for filtering objectionable material, a mechanism for users to flag offensive content, and the ability to block abusive users from the service

15. Violence 暴力

- 应用程序中出现人或动物被杀、致残以及枪击、刺伤、拷打等受伤情形的真实画面会被拒
- Apps portraying realistic images of people or animals being killed or maimed, shot, stabbed, tortured or injured will be rejected

- 出现描绘暴力或虐待儿童等内容的应用程序会被拒

- Apps that depict violence or abuse of children will be rejected

- 游戏中出现的"敌人"不可指向一个特定种族、文化、一个真实存在的政府、企业或者其他任何现实中的实体

- "Enemies" within the context of a game cannot solely target a specific race, culture, a real government or corporation, or any other real entity

- 对武器进行真实描述以怂恿非法使用或滥用这些武器的应用程序会被拒

- Apps involving realistic depictions of weapons in such a way as to encourage illegal or reckless use of such weapons will be rejected

- 包含俄罗斯轮盘赌博内容的游戏会被拒

- Apps that include games of Russian roulette will be rejected

16. Objectionable content 令人反感的内容

- 应用程序中出现过于令人反感或者低俗的内容会被拒
- Apps that present excessively objectionable or crude content will be

rejected

- 在设计上激怒用户或令人感到厌恶的应用程序会被拒

- Apps that are primarily designed to upset or disgust users will be rejected

17. Privacy 隐私

- 在未经用户事先许可，或未告知用户如何使用信息以及在何处使用信息的情况下，应用程序不能传输用户数据
- 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

- 要求用户共享电子邮箱地址和出生日期等私人信息才可使用其功能的应用程序将会被拒绝

- Apps that require users to share personal information, such as email address and date of birth, in order to function will be rejected

- 仅出于遵守儿童隐私法规的目的，应用程序可以询问用户的出生日期（或者使用其他年龄评级机制），但是必须包括一些有用的功能或者娱乐价值，不管用户年龄大小

- 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

- 收集、传输以及分享未成年用户个人信息（比如名字、地址、邮件、位置、照片、视频、绘画、聊天信息以及其他个人数据，或者与以上所述相关的永久性标示符）的应用程序必须遵守应用儿童隐私法规，并且必须包含隐私条款

- Apps that collect, transmit, or have the capability to share personal information (e.g. name, address, email, location, photos, videos, drawings, the ability to chat, other personal data, or persistent identifiers used in combination with any of the above) from a minor must comply with applicable children's privacy statutes, and must include a privacy policy

- 包含账号注册或者访问用户现有账号的应用程序必须包含隐私策略，否则会被拒

- Apps that include account registration or access a user's existing account must include a privacy policy or they will be rejected

18. Pornography 色情

- 含有色情素材，也就是**韦氏词典**中定义的"旨在激发情欲，对性器官或性行为的明确描述或展示，而无关美学或情绪感受"的程序会被拒
- 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

- 包含用户频繁提供的色情内容的应用程序（比如以前的"Chat Roulette"程序）会被拒

- Apps that contain user generated content that is frequently pornographic (e.g. "Chat Roulette" Apps) will be rejected

19. Religion, culture, and ethnicity 宗教，文化和种族

- 涉及宗教、文化或种族群体的引用或评论包含诽谤性、攻击性或狭隘内容，或会使特定群体遭受伤害或暴力的应用程序将会被拒绝
- 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

- 程序可以包含或引用宗教经文，程序所提供的引用或翻译必须准确且不会引起误导。评论应该有教育意义，可以令人开阔眼界，而不应有煽动性

- 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

20. Contests, sweepstakes, lotteries, raffles, and gambling 竞赛，赌博，彩票以及抽奖

- 彩票抽奖和竞赛必须由应用程序的开发者或者应用所属公司发起
- Sweepstakes and contests must be sponsored by the developer/company of the App

- 应用程序必须展示彩票抽奖和竞赛的正式规则，并声明苹果不是发起者，也没有以任何方式参与活动

- 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

- 开发者运营一款具有抽奖性质的应用必须经过法律允许，并且抽奖应用必须具备以下特征：报酬、运气以及奖品

- 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

- 允许用户在应用中直接购买彩票或彩券的会被拒

- Apps that allow a user to directly purchase a raffle ticket in the App will be rejected

- 提供现金游戏（比如体育博彩、扑克牌、赌场游戏、赛马以及彩票）的应用程序必须有应用程序适用地区许可，只限于在这些区域使用，且一定要可以从应用商店免费下载

- Apps that offer real money gaming (e.g. sports betting, poker, casino games, horse racing) or lotteries 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

- 使用IAP购买积分或者货币或进行现金赌博的应用会被拒

- Apps that use IAP to purchase credit or currency to use in conjunction with real money gaming will be rejected

21. Charities and contributions 慈善与捐赠

- 包含可以向已认证的慈善组织捐赠功能的应用程序必须是免费的

- Apps that include the ability to make donations to recognized charitable organizations must be free

- 捐赠款项的募集必须通过Safari浏览器访问web页面或是手机短消息完成

- The collection of charitable donations must be done via a web site in Safari or an SMS

22. Legal requirements 法律要件

- 应用程序必须遵守所有发布地区当地法律，开发者有义务了解并遵守所有当地法律
- 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

- 包含虚假，欺诈，误导性陈述或使用与其它应用相似的名字或图标的应用会被拒

- Apps that contain false, fraudulent or misleading representations or use names or icons similar to other Apps will be rejected

- 任何用于招徕、促进或鼓励犯罪和明显鲁莽行为的应用程序会被拒

- Apps that solicit, promote, or encourage criminal or clearly reckless behavior will be rejected

- 支持非法文件共享的程序会被拒

- Apps that enable illegal file sharing will be rejected

- 被设计用以非法赌博的应用程序（包括点算牌）会被拒

- Apps that are designed for use as illegal gambling aids, including card counters, will be rejected

- 具有匿名或恶作剧拨打电话或发送类似短信/彩信功能的程序会被拒

- Apps that enable anonymous or prank phone calls or SMS/MMS messaging will be rejected

- 任何开发暗中收集用户密码或用户私人数据的开发者将会被从iOS开发者计划中除名

- Developers who create Apps that surreptitiously attempt to discover user passwords or other private user data will be removed from the iOS Developer Program

- 包含非执法机构发布的DUI检查点信息，或者怂恿/协助酒后驾车的应用会被拒

- Apps that contain DUI checkpoints that are not published by law enforcement agencies, or encourage and enable drunk driving, will be rejected

- 计算药剂用量的应用程序必须由药品制造商或者认可机构发布，比如医院、保险公司以及高校

- Apps that calculate medicinal dosages must be submitted by the manufacturer of those medications or recognized institutions such as hospitals, insurance companies, and universities

- 在未授权的情况下使用iTunes音乐预览的应用程序会被拒

- Apps that use iTunes music previews in an unauthorized manner will be rejected

23. Wallet 钱包

- Wallet Passes可被用来支付或者接收支付，传递商业信息或者提供验证（比如电影票、飞机票、优惠券以及其他），但把Wallet Passes用于其他用途的应用程序可能会遭到拒绝，并且会被撤销Wallet证书
- Wallet 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 Wallet credentials

- Passes必须包含有效的pass发行人有效的联系资料，否则应用会被拒，并且Wallet证书也会被取消

- Passes must include valid contact information from the issuer of the pass

or the App will be rejected and Wallet credentials may be revoked

- Passes必须经过实体签名，并基于其名字、商标或者品牌进行分发，否则应用程序将会被拒绝，而Wallet证书也会被撤销

- 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 Wallet credentials may be revoked

24. Kids Category 儿童类别

- 儿童类别中的应用程序必须包含隐私政策，必须遵守适用的儿童隐私法规
- Apps in the Kids Category must include a privacy policy and must comply with applicable children's privacy statutes

- 儿童类别中的应用程序不允许包括行为广告（比如app内部基于用户行动的服务广告），任何在应用程序中展示的上下文广告必须适合儿童

- Apps in the Kids Category 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

- 儿童类别中的应用程序必须得到家长许可或使用parental gate才能链接至应用程序外部或进行交易

- Apps in the Kids Category must get parental permission or use a parental gate before allowing the user to link out of the app or engage in commerce

- 儿童类别中的应用程序必须标明：5岁以下，6-8岁或者9-11岁

- Apps in the Kids Category must be made specifically for kids ages 5 and under, ages 6-8, or ages 9-11

25. Extensions 扩展

- 包含扩展的应用程序必须遵照**应用扩展程序指南**
- Apps hosting extensions must comply with the **App Extension Programming Guide**

- 包含扩展的应用程序必须提供某些功能（辅助屏幕，附加设置），否则会被拒

- Apps hosting extensions must provide some functionality (help screens, additional settings) or they will be rejected

- 如果扩展的视图中包含营销推广、广告或者IAP内容，那么包含该扩展的应用会被拒

- Apps hosting extensions that include marketing, advertising, or in-app purchases in their extension view will be rejected

- 键盘扩展必须提供一个切换至下个键盘的方法

- Keyboard extensions must provide a method for progressing to the next keyboard

*键盘扩展必须具有离线访问功能，否则会被拒 * Keyboard extensions must remain functional with no network access or they will be rejected

- 键盘扩展必须提供和**应用扩展程序指南**描述一致的数字和十进键盘类型，否则会被拒
- Keyboard extensions must provide Number and Decimal keyboard types as described in the **App Extension Programming Guide** or they will be rejected

- 提供键盘扩展的应用必须拥有基本的功能分类和隐私政策，否则会被拒

- Apps offering Keyboard extensions must provide keyboard functionality (e.g. typed characters), have a primary category of Utilities and a privacy policy or they will be rejected

- 提供键盘扩展的应用程序只允许收集用户活动以增强键盘扩展在iOS设备上的功能，否则会被拒

- Apps offering Keyboard extensions may only collect user activity to enhance the functionality of their keyboard extension on the iOS device or they may be rejected

26. HomeKit

- 使用HomeKit框架的应用程序必须以提供家庭自动化服务为主要目的
- Apps using the HomeKit framework must have a primary purpose of providing home automation services

- 使用HomeKit框架的应用程序必须在营销文本中说明用途，同时必须提供隐私政策，否则会被拒

- Apps using the HomeKit framework must indicate this usage in their marketing text and they must provide a privacy policy or they will be rejected

- 应用程序不允许将从HomeKit API收集的数据用于广告宣传或者其他基于使用的数据挖掘

- Apps must not use data gathered from the HomeKit APIs for advertising or other use-based data mining

- 出于其他目的使用从HomeKit API收集的数据，而不是用于提高用户体验或者家庭自动化功能中软硬件性能的应用会被拒

- Apps using data gathered from the HomeKit API for purposes other than improving the user experience or hardware/software performance in providing home automation functionality will be rejected

27. HealthKit, CareKit, and Human Subject Research

- 使用HealthKit，CareKit或者ResearchKit框架（出于健康目的用于进行人体生物学研究的框架）的应用程序，必须遵守其所有适用区域的法律，以及**iOS Developer Program License Agreement**中的3.3.28和3.39条款
- Apps using the HealthKit or CareKit frameworks or conducting human subject research for health purposes, such as through the use of ResearchKit, must comply with applicable law for each Territory in which the App is made available, as well as Sections 3.3.28 and 3.3.39 of the **iOS Developer Program License Agreement**

- 将虚假或者错误的数据写入HealthKit的应用程序会被拒

- Apps that write false or inaccurate data into HealthKit or CareKit will be rejected

- 使用HealthKit框架的应用程序在iCloud中储存用户健康信息会被拒

- Apps using the HealthKit framework that store users' health information in iCloud will be rejected

- 应用程序不允许使用通过HealthKit API和人体生物学研究收集的用户数据，也不能将其泄露给第三方用作广告宣传或以使用为目的的数据挖掘，这不包括那些为了改善健康、医疗、健康管理的医学研究类应用

- Apps may not use or disclose to third parties user data gathered from the HealthKit or CareKit APIs or from health-related human subject research for advertising or other use-based data mining purposes other than improving health, or for the purpose of health research

- 应用程序未经用户许可与第三方分享通过HealthKit或CareKit获得的用户数据会被拒

- Apps that share user data acquired via the HealthKit or CareKit APIs with third parties without user consent will be rejected

- 使用HealthKit或CareKit框架的应用程序必须在营销文本中说明集成了Health app，同时必须在用户界面清楚阐释HealthKit的功能

- Apps using the HealthKit or CareKit frameworks must indicate integration with the Health app in their marketing text and must clearly identify the HealthKit and CareKit functionality in the app's user interface

- 使用HealthKit或CareKit框架或者进行人体生物学研究的应用程序必须提供隐私政策，否则会被拒

- Apps using the HealthKit or CareKit frameworks or conducting human subject research must provide a privacy policy or they will be rejected

- 提供诊断、治疗建议，或者控制诊断疾病的硬件，或者治疗疾病的应用程序，若没有根据要求提供书面的监管审批，会被拒

- Apps that provide diagnoses, treatment advice, or control hardware designed to diagnose or treat medical conditions that do not provide written regulatory approval upon request will be rejected

- 收集人体生物学研究相关数据的应用程序必须要获得参与者的许可，对于

未成年人，应用程序要得到其父母或者监护人的许可。许可内容必须包括：

- (a)研究的性质、目的以及持续性；
- (b)参与流程、风险以及受益（福利）；
- (c)信息的机密性和数据处理（包括与任何与第三方的共享）；
- (d)参与者问题切入点；
- (e) 取消方法

- Apps conducting health-related human subject research must obtain consent from participants or, in the case of minors, their parent or guardian. Such consent must include the

    - (a) nature, purpose, and duration of the research;
    - (b) procedures, risks, and benefits to the participant;
    - (c) information about confidentiality and handling of data (including any sharing with third parties);
    - (d) a point of contact for participant questions; and
    - (e) the withdrawal process

- 进行健康相关的人体生物学研究的应用程序必须得到独立伦理审查委员会的批准,并根据要求提供证明

- Apps conducting health-related human subject research must secure approval from an independent ethics review board. Proof of such approval must be provided upon request.

28. TestFlight

- 应用程序仅能使用TestFlight对以公开发布为目的的应用进行beta版测试，且必须完全遵守应用这审查指南
- Apps may only use TestFlight to beta test apps intended for public distribution and must comply with the full App Review Guidelines

- 当版本中包含的内容或功能有变化时，使用TestFlight的应用程序必须提交审核

- Apps using TestFlight must be submitted for review whenever a build contains material changes to content or functionality

- 使用TestFlight的应用程序不允许分发给测试者作为某种形式的补偿

- Apps using TestFlight may not be distributed to testers in exchange for compensation of any kind

29. Apple Pay

- 使用Apple Pay的应用程序必须在出售任何商品或者服务之前为用户提供所有材料的购买信息，否则会被拒。使用Apple Pay进行重复付款的应用程序必须提供最低限度续费期限，付费将持续直至被取消，每个阶段所付款额，费用付款方为客户，以及如何取消付款等

- Apps using Apple Pay must provide all material purchase information to the user prior to sale of any good or service or they will be rejected; Apps using Apple Pay to offer recurring payments must, at a minimum, disclose the length of the renewal term and the fact that it will continue until canceled, what will be provided during each period, the charges that will be billed to the customer, and how to cancel.

- 使用Apple Pay的应用程序必须正确使用 Apple Pay Identity Guidelines中的Apple Pay标识和用户界面元素，否则会被拒

- Apps using Apple Pay must use Apple Pay branding and user interface elements correctly and as described in the **Apple Pay Identity Guidelines** or they will be rejected

- 使用Apple Pay作为购买机制的应用程序所提供的商品或服务不能触犯任何交付地范围内的法律，也不能用作任何非法目的

- Apps using Apple Pay as a purchasing mechanism may not offer goods or services that violate the law of any territory in which the good or service will be delivered and may not be used for any illegal purpose

- 使用Apple Pay的应用程序必须提供隐私政策，否则会被拒

- Apps using Apple Pay must provide a privacy policy or they will be rejected

- 只有为了促进或提高商品和服务的交付，或者依照法律要件，使用Apple Pay的应用程序才能与第三方分享通过Apple Pay获得的数据

- Apps using Apple Pay may only share user data acquired via Apple Pay with third parties when provided to facilitate or improve delivery of goods and services or to comply with legal requirements

30. Apple Music API

- 使用了Apple Music API的应用，如果不经用户明确操作就进行歌曲回放的会被拒

- Apps using the Apple Music API that trigger playback without explicit user action will be rejected

- 使用Apple Music API的应用必须使用并遵守诸如play、pause、skip之类的标准媒体控件

- Apps using the Apple Music API must expose and respect standard media controls such as "play," pause," and "skip"

- 使用Apple Music API的应用可以不要求付费使用，但可以通过应用内购买，打广告，获取用户信息的方式来将访问Apple Music服务的行为货币化

- Apps using the Apple Music API may not require payment or otherwise monetize access to the Apple Music service (e.g. in-app purchase, advertising, requesting user info)

> **Living document 动态文档**
>
> 这份文档表明我们在尽力展现提交到应用商店的应用是如何被 我们审查的，希望这会成你开发和提交应用的指南。随着新应用和各种新状况的出现，这份文档会不断完善，我们会定期的更新它，来反映最新的改动。
>
> 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.
>
> 感谢你为iOS开发应用。虽然这份文档是一份"不该做的事"的列表，但也请将那份短得多的"该做的事"列表牢记在心里。最重要的是，与我们一道，共同努力让用户感到惊奇和欣喜。用创新方式向他们展示世界，让他们用前所未有的方式与之交流。根据我们的经验，无论是在功能和用户界

面上，用户确实会对完善的程序有所响应。更进一步，给他们期望之外的东西，带他们去从未去过的地方。我们愿意提供帮助。

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.