

# Before editing: bad web content

Words: 494

Flesch-Kincaid Grade Level: 7.3

Words per sentence: 17.3

Passive sentences: 11%

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# App Store Review Guidelines

## Introduction

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:

- 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.
- 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.

- 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.
- 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.
- 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.
- 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.
- 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.

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.