



App Store Guidelines for Kids Apps an AppsFlyer Guide



Apps designed specifically for children (“Kids Category”) must take note of [App Store Review Guideline 1.3](#) as well as [5.1.4](#). Regardless of the App Store Guidelines, App developers have the responsibility to ensure their compliance with privacy laws globally as applicable relating to children’s data collection.

Summary of Apple's Requirements for Apps in the Kids Category:

1. Apps must use '[parental gates](#)' prior to allowing (i) in app purchasing opportunities, (ii) linking out of the app or (iii) requesting permissions and for this purpose only may ask for parental contact information. Parental gates as described in the Apple Kids Category are not equivalent to "parental consent" as meant under general privacy legislation;

2. Apps are only allowed to show age appropriate content (and to this extent only may ask for a birthdate) on the apps and apps must be placed in one of three age categories based on primary audience:
 - a. 5 and under
 - b. 6 - 8 years old
 - c. 9-11 years old

3. Apps in the Kids Category or those 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 are required to have an appropriate privacy policy;

4. Except in the limited circumstances described below (for third party analytics), App developers are prohibited from transmitting personally identifiable information (PII) or device information to third parties, even for those sections of the app that may be designed for the parent or guardian;

5. Apps are prohibited generally from including third party analytics or third party advertising. Third party analytics may be permitted in limited circumstances, where these third party services do not:
- a. collect or transmit IDFA or
 - b. any other 'identifiable information about children (such as name, date of birth, email address), their location, or their devices;
 - c. any device, network, or other information that could be used directly or combined with other information to identify users and their devices;
6. Apps must have 'human-reviewed' ads when they serve ads, to ascertain age appropriateness prior to being displayed in the app;
7. Apps are allowed to perform third party contextual advertising provided that these services also include human review of age appropriate context and have publicly documented practices and policies for Kids Category apps;
8. Apps continue to be obliged to meet the guidelines of the Kids Category requirements, even in the event you decide to **deselect** the "Kids category" in the future. Furthermore, apps not in the Kids category are [not allowed](#) to include any terms, icons or descriptions that imply the app's main audience is children.

What this means for you as a Customer of AppsFlyer:

The Apps Store Guidelines for Kids Apps do not limit your ability to use AppsFlyer, other than directing you to configure the AppsFlyer SDK correctly to ensure compliance with Guidelines 1.3 and 5.1.4.

For apps in the Kids Category, the IDFA or other identifiers may not be transmitted to AppsFlyer. Instructions on the proper implementation of the iOS SDK AppsFlyer has developed for this purpose can be found [here](#) (strict mode). AppsFlyer can continue to perform measurement and attribution based on its other available attribution methods (e.g. [Advanced Aggregated Privacy](#), SKAN). If your app is not intended primarily for kids but instead targets children as part of your audience, you may utilize the standard iOS AppsFlyer SDK, but must ensure the implementation of a relevant age gate and maintain compliance with with standards such as COPPA and the GDPR.

For a guide on various children -appropriate solutions that AppsFlyer provides (including COPPA and GDPR), please refer to the following [Guide](#).

If AppsFlyer becomes aware that an app developer has failed to implement the appropriate compliance controls or SDK tools in a child directed service or in an app where one of the target audiences includes children (a mixed-audience app) then AppsFlyer may: (1) cease processing personal information on the app developer's behalf; (2) delete any personal information collected on your behalf that AppsFlyer has on record; and (3) suspend or terminate its services to the app developer.