Google Play

Policy Handout

July 2024

Updates & Reminders

Play Console Requirements

Developers need to register as an Organization if they provide the following: Financial Products, Medical Services, VPN Functionality, and Government Services. Effective for new developers starting August 31.
Learn more about the policy: goo.gle/play-console-requirements

Minimum Functionality

We are renaming the policy to Spam, Functionality, and User Experience, and updating this will allow users to see that our catalog is full of only quality apps that function with high performance.
Learn more about the update: goo.gle/spam

SDK Requirements

We're updating the SDK Requirements page with additional examples of SDK-caused policy violations for Spyware and Foreground Services, to help clarify the impact of using third-party SDKs in apps.

SDK Malware Actor

We've added an update to clarify how developers who use third party SDKs might distribute malicious software that collect and abuse user and user device data.
Learn more about the clarifications: goo.gle/sdkrequirements

Important Reminders

How We Fought Bad Apps and Bad Actors in 2023

- Learn more about our milestones in 2023
- Protecting the Android Ecosystem
- More stringent developer requirements and guidelines

Read more about the article: goo.gle/fighting-bad-apps

Verify Your Developer Identity Information

From May 2024 to February 2025, developers can complete verifications in Play Console 60 days before their individual deadline. Developers must complete account verifications before the deadline to prevent their developer profile and apps being removed from Google Play.
Know more about the policy: goo.gle/developer-information

Google Play

Important Reminders

App testing requirements for new personal developer accounts

Developers with new personal accounts after November 13, 2023 are required to test their apps with at least 20 people for a minimum of two weeks before applying for access to production.

Review the update: goo.gle/apptesting-requirements

Helpful Tips to Get Your App Published on Google Play

- **Metadata:** Be clear and comprehensive with your store listing information
- **Deceptive Behavior:** Make sure your app delivers what it promises
- **Login Credentials:** Provide login information to help us review your app
- **Broken Functionality:** Ensure that your app works properly and try test tracks
- If your app gets rejected, fix the issue and resubmit

Learn more about it: goo.gle/tips-on-publishing-apps

Detect App Issues Early with Pre-Review Checks

Pre-review checks help you catch potential problems with changes you plan to make to your app, before you send them for review. Examples are incomplete / invalid declarations, and technical quality checks.

Check out the update: goo.gle/pre-review-checks

New Badge for Government-Made Apps on Play Store

The badge is an icon of a building with the word "Government" underneath it, and can be seen to the right of the app rating. When you tap on the badge, it will open a message that says "Official government — Play verified this app is affiliated with a government entity."

Know more about the article: goo.gle/govt-info-apps

Government App Declaration Process on Play Store

Developers must complete the Government apps declaration on the App content page in Play Console. This allows the app to become eligible for official endorsement.

Learn more about the update: goo.gle/govt-app-declaration

Ensuring safety for apps with generative AI features

- Use of new technology like large language models (LLMs)
- Strengthened Play's existing policies
- Ability to report or flag offensive AI-generated content

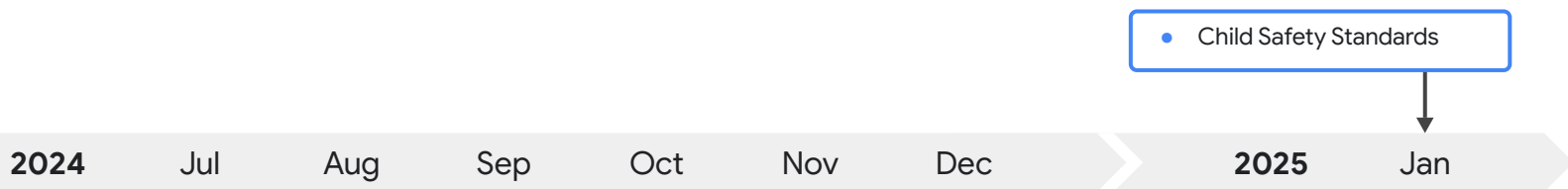Read more about the article: goo.gle/enabling-safe-ai-experiences

Building apps with gen AI features in a responsible way

1. Review Google Play policies
2. Promote your app responsibly
3. Rigorously test AI tools and models

Read more about the article: goo.gle/ai-gc

Google Play

Timeline & Resources

2024 Key Dates

Child Safety Standards

| 2024 | Jul | Aug | Sep | Oct | Nov | Dec | 2025 | Jan |

- Photo and Video Permissions
- Manipulated Media
- Minimum Functionality
- Play Console Requirements (for new developers)

goo.gle/playupdates

Resources

Google Play PolicyBytes

Spam and Minimum Functionality
Minimum Functionality

We're updating the Spam and Minimum Functionality policy to ensure apps meet higher standards for the Play catalog and engage users through quality functionality and content user experiences.

goo.gle/spam

Further in-depth explanation of the policy

Play Console Requirements

Developers need to register as an **Organization** if they provide the following:
- Financial products
- Medical services
- VPN functionality
- Government services

Who are you creating an account for?

Yourself →
An organization →

goo.gle/play-console-requirements

Illustrative examples, and more

Find our videos at:

goo.gle/policybytes

Report a bad app: Flag an app or review

Legal help: Reporting content for legal reasons

Read up: Google Play Developer Policy Center

Train up: Google Play Academy for App Success

Get help: Google Play Console Help

Subscribe: Developer Newsletter

Stay updated: Android and Google Play Updates

Google Play