



Policy Handout

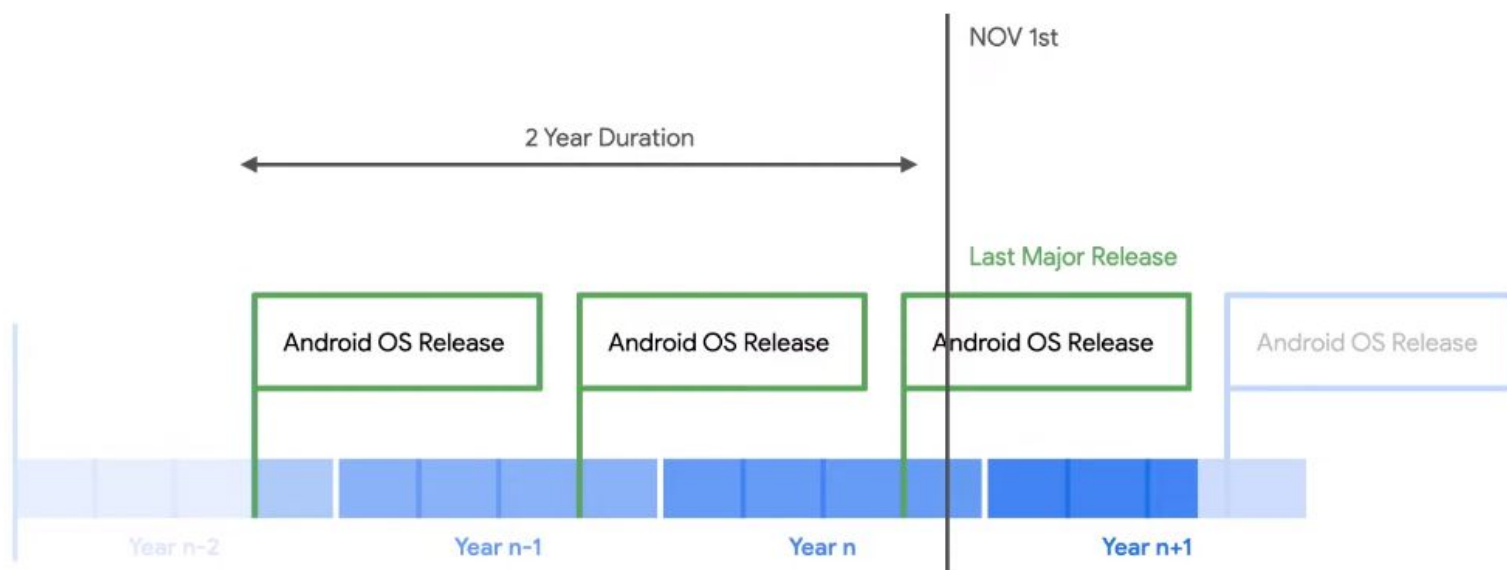
April 2022



New policies

Target API level

We require new apps and app updates to target Android API level within one year of the latest major Android OS version release. **Starting on November 1, 2022, existing apps that don't target an API level within two years of the latest major Android version release will not be discoverable to users.**



Request Install Package Permission

Privacy, deception, and device abuse

The **Request Install Package** permission allows an app to request the installation of app packages. To use this permission, your app's core functionality must include:

- Sending or receiving app packages, and
- Enabling user-initiated installation of app packages

Examples of permitted functionalities:

- Web browsing or search
- Communication services that support attachments
- File sharing, transfer, or management
- Enterprise device management

Policy updates

News

Store Listing and Promotions

- The News policy includes apps that are listed under the “News & Magazine” category and describe themselves as news in the app listing
- News apps now require only one form of contact information: either an email address or a phone number
- Original publishers may omit listing authors for every article

User-generated content (UGC)

Restricted Content

- User-generated content apps must provide an in-app system for blocking and reporting objectionable UGC and users
- Developers that allow incidental sexual content must meet these requirements:
 - Such content must be hidden by default
 - Children must be prohibited from accessing your app
 - Accurate responses to the content rating questionnaire

Accessibility

Privacy, Deception and Device Abuse

The Accessibility API is not designed and cannot be requested for remote call audio recording



Policy updates

Other policies

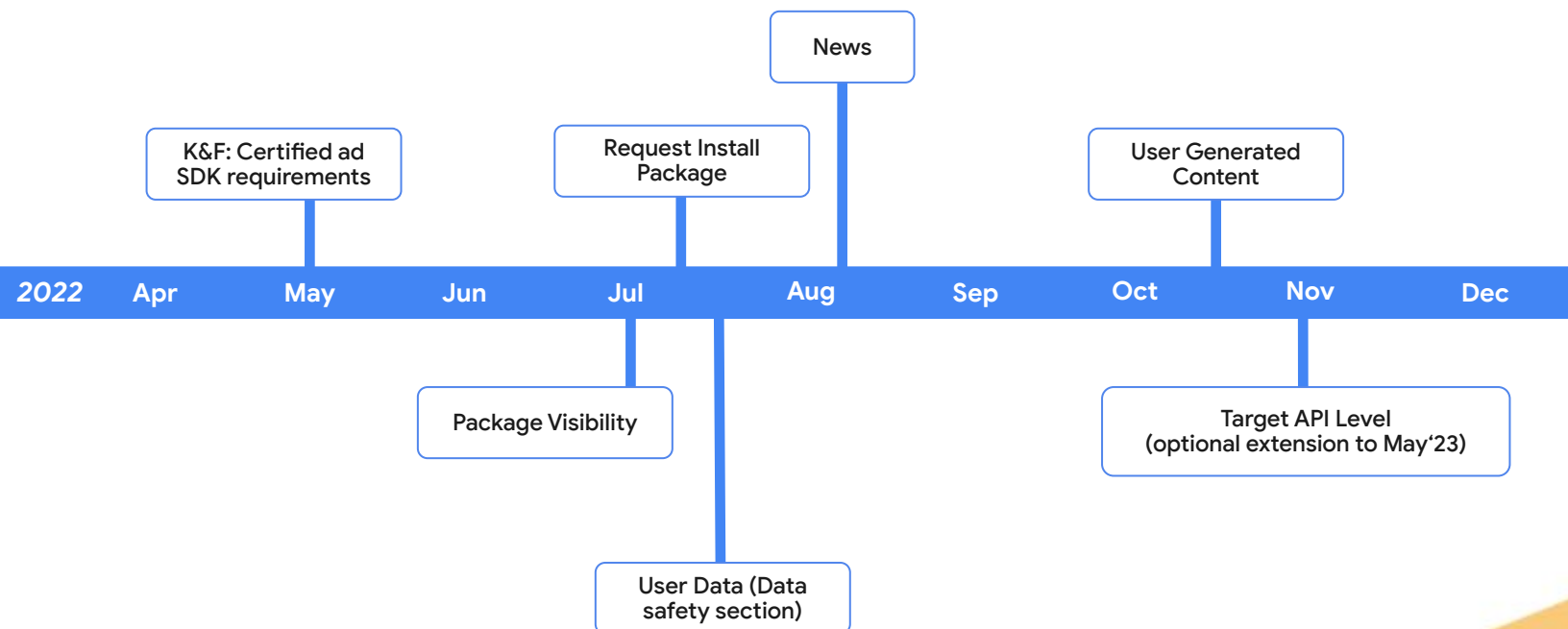
- Kids & Families
- Financial Services
- Android Emojis
- Hate Speech
- Deceptive Behavior - Misleading Claims

Learn more at:

goo.gl/playupdates



Enforcement timeline



Reminders

Data safety section

The Data safety section on Google Play is a simple way for you to help people understand what user data your app collects or shares, as well as showcase your app's key privacy and security practices. This information helps users make more informed choices when deciding which apps to install.

Key dates

Late April 2022:

Users will see this feature in Google Play store

July 20, 2022:

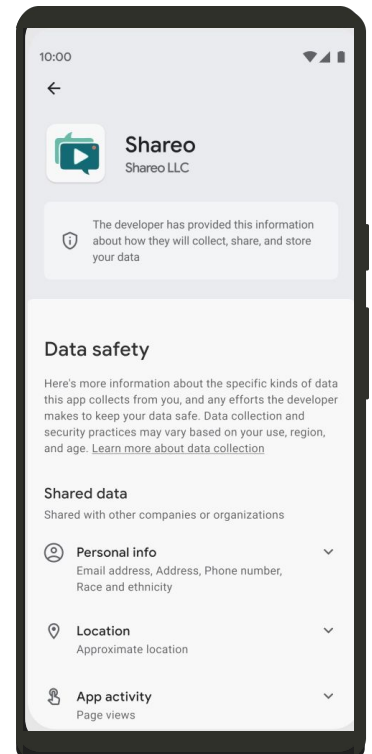
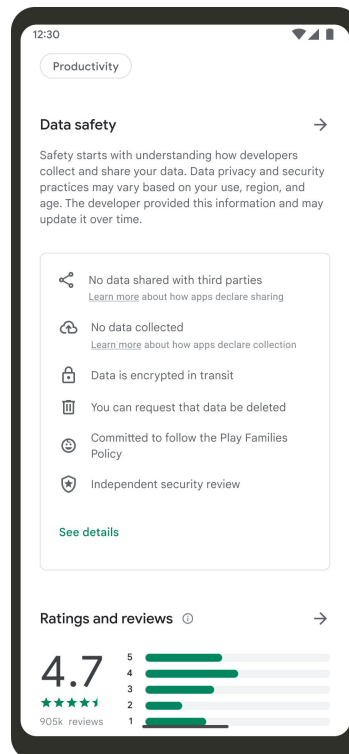
Deadline to include a privacy policy and get the form approved

Remember:

- All apps must have a privacy policy
- Check your SDKs and third-party libraries to see if they collect or handle data
- You can use the CSV feature

Learn more at:

goo.gl/datasafety



Reminders

Protect your developer account and be careful with phishing emails

You will only receive account support and policy
update emails from an email that ends in
@google.com

Stay alert!

Phishing messages or content may try to deceive you by:

- Impersonating a reputable organization (bank, a social media site, workplace)
- Impersonating someone you know
- Looking exactly like a message from an organization or person you trust
- Asking for your personal or financial information
- Asking you to click links or download software

Resources

Watch on YouTube: Google Play PolicyBytes

Find our videos at:

goo.gl/AndroidDevs

Request Install Package

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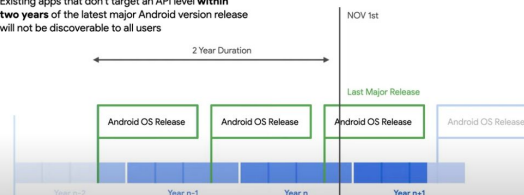
- Sending or receiving app packages, AND
- Enabling user-initiated installation of app packages



Further in-depth explanation of the policy

Target API Level

Existing apps that don't target an API level **within two years** of the latest major Android version release will not be discoverable to all users



Illustrative examples, and more

Other resources

Read up: Google Play Developer Policy Center
g.co/play/policy

Train up: Google Play Academy for App Success
g.co/playacademy

Stay updated: Android and Google Play Updates
developer.android.com/distribute/play-policies

Get help: Google Play Console Help
play.google.com/developerhelp