

Policy Deep Dive

- Ads:

- Better ads - should not be unexpected to users while on an app.
- Disruptive ads - users should be able to use an app without providing personal info or clicking an ad.
- Inappropriate ads - apps and offers must match with the app's content rating.
- Ad fraud is strictly not allowed. Invalid traffic generated to trick an ad network.

- Payments:

- All developers must use Google Play Billing if they charge for digital content in their app distributed by Google Play.
- Alternative payment platforms are not permitted (depending on region).

- Subscriptions:

- Developers must not mislead users regarding any subscription services or content that they offer within their app.
- You must be transparent with your subscription offers terms, cost of the subscription, the frequency of billing cycle, and whether a subscription is required to use the app.

Important Reminders

- **Data safety section:** Make sure you complete all the requirements before the December 7, 2023 deadline.

goo.gle/replay2

- **Google Play updates:** Learn more about Play Console updates, improving technical quality, and Privacy Sandbox on Android Beta.

goo.gle/replay1

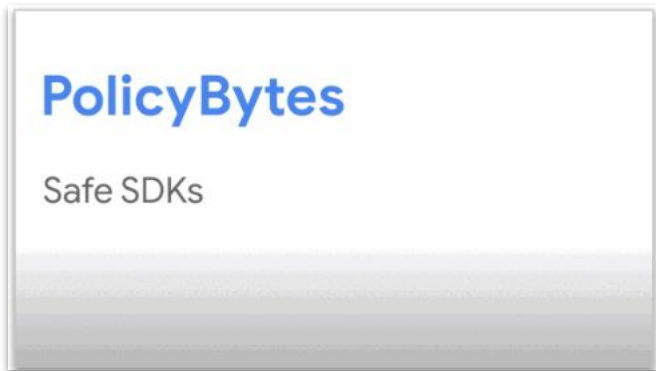
- **SDK Index:** Use SDK Index to check out policy compliant versions of SDKs.

goo.gle/sdkindex

- **Privacy Sandbox:** Help design, test, and prepare for future production rollouts to users, and learn about the new features we've released.

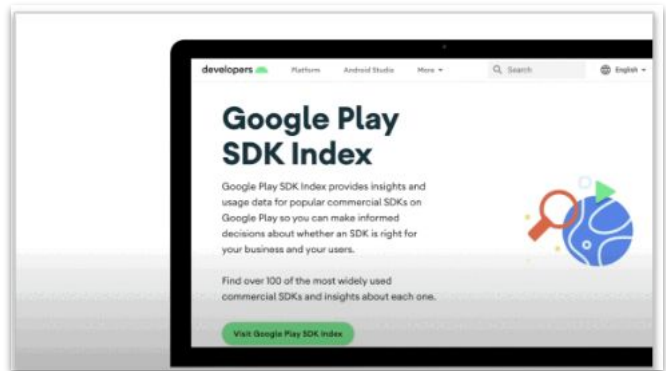
goo.gle/privacysandboxprogram

Best Practices



Common policy issues that Android developers may experience using SDK

goo.gl/safeSDKs



Best practices for integrating SDKs into your app or game

goo.gl/integrate-sdk

- **Internal testing track:** Test your app to fix any technical or user experience issues.

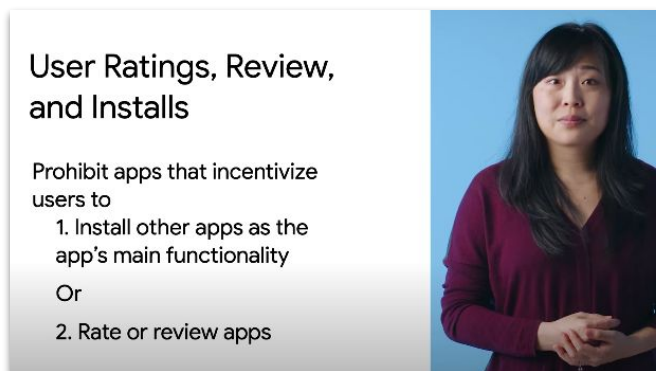
goo.gl/internaltest

- **Managed Publishing:** Know when an app is in review, when it's been approved, and when it can go live.

goo.gl/managed-publishing

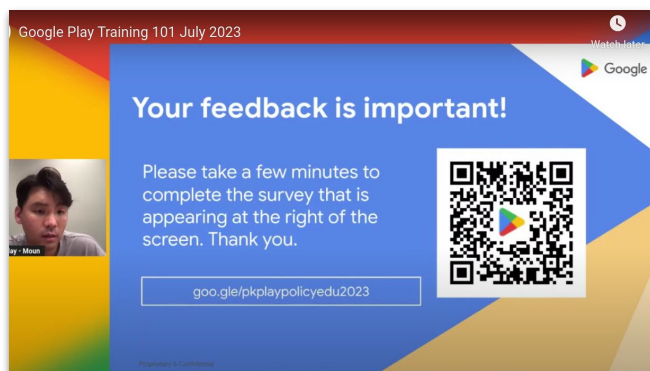
Resources

Watch on YouTube



*Further in-depth explanation of the policy
Illustrative examples, and more*

goo.gle/policybytes



*Policy deep-dive, best practices, helpful resources,
and more*

goo.gle/policywebinarsea

Other resources

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

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

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

Subscribe: Developer Newsletter
developer.android.com/newsletter

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

File an appeal: Manage policy violations with an appeal
goo.gle/manage-violations