

# BlackBerry World™

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## Vetting Criteria

## **Introduction**

### **BlackBerry World™ Vetting Criteria**

BlackBerry recognizes that the contributions of application developers are fundamental to the success of the **BlackBerry World™**. You are a key partner in delivering the best application discovery experience of high quality offerings for BlackBerry users while simultaneously gaining significant exposure and placement.

Applications submitted to **BlackBerry World™** must comply with the BlackBerry World Vendor Guidelines available at <https://appworld.blackberry.com/ispportal/guidelines.do>. The following is an additional resource which may assist you in developing applications (and/or content) which are appropriate for submission to **BlackBerry World™**. A new app may push certain boundaries and trigger new rules and guidelines so keep in mind that BlackBerry reserves the right to accept, deny or remove any application from **BlackBerry World™** at any time.

## **1.0 Functionality**

An app that does not work will be rejected. In addition, apps with the following issues will be rejected:

- 1.1 Broken Links/Buttons
- 1.2 Keyboard issues – the keyboard must use correct mapping and become visible when needed
- 1.3 Accelerometer issues
- 1.4 Navigation issues - A user must be able to navigate through the app and go back to home screen
- 1.5 Crash or force close during use
- 1.6 App functionality does not equate to app description
- 1.7 Copycat apps which are identical to an existing app in either look, feel, or functionality
- 1.8 Primary function is to act as a marketing, advertising or spam tool
- 1.9 Provide inaccurate diagnostic or device data
- 1.10 Damages the device or causes excessive battery drainage

## **2.0 Metadata & Images**

- 2.1 The app description cannot be solely available in a foreign language even if its functionalities are only available in a language other than English
- 2.2 The app name and description cannot contain profanity or any verbiage not suitable for all ages
- 2.3 The app name cannot begin with a special character (e.g. - ~,\_,!,\*,%) unless it has been registered as such
- 2.4 The app name must be in a BlackBerry World supported language
- 2.5 The app must be posted in an appropriate/relevant category
- 2.6 The app content ratings and keywords cannot be altered to manipulate the app's position and/or exposure in BlackBerry World
- 2.7 Applications cannot offer incentives to end users, including offering access to complete functionality of the application, in order to obtain high/positive ratings
- 2.8 Screenshots and icons must be suitable for all ages – cannot contain any nudity, profanity, sexual verbiage or imagery
- 2.9 Icons and screenshots cannot contain any BlackBerry device, logo or trademark
- 2.10 Icons and screenshots cannot be taken or displayed on a competing device
- 2.11 Keywords chosen for the app must be directly related to the app's content and cannot contain irrelevant words included for the intent of increasing hits and downloads

## **3.0 Illegal Content**

Any form of illegal content will be rejected from BlackBerry World. Please note that laws change from region to region and it is your responsibility to ensure your application adheres to all applicable laws. Examples of illegal application content that we will reject globally are:

- 3.1 Depiction of children or minors in a sexual manner
- 3.2 Hate speech or any other communication likely to offend a person or group of people or promote targeting a victim based on their race, gender, age, ethnicity, nationality, religion, or lack thereof, sexual orientation, disability, language ability, ideology, social class, occupation, appearance (height, weight, skin color, etc.), mental capacity or political affiliation
- 3.3 Crude content or functionality

#### **4.0 Sexual Content**

- 4.1 Apps with any pornographic material, graphic sexual content and/or nudity will be denied
- 4.2 All dating apps must have an 'Adult' rating, appropriate User Generated Content (UGC) safeguards and a TOS stating that users must be over the age of majority in their region
- 4.3 Any app that contains, promotes, or otherwise facilitates escort services or prostitution will be denied
- 4.4 Apps that are highly sexual in nature, even if they don't contain nudity or graphic sexual content, may be denied.

#### **5.0 Alcohol/Tobacco**

- 5.1 Any app that promotes sales or excessive usage of tobacco, cigars, cigarettes, and/or smokeless tobacco will be denied
- 5.2 Apps that depict or promote underage drinking or smoking will be denied
- 5.3 Apps that inform users about DUI checkpoint locations will be denied

#### **6.0 Violence**

- 6.1 Any app that depicts obscene or gratuitous violence will be denied

#### **7.0 Illicit Drugs and Drug Paraphernalia**

- 7.1 Apps that connect the user with other people for the purpose of obtaining or using illicit drugs are not allowed
- 7.2 Apps that provide information on growing or manufacturing illicit drugs are not allowed
- 7.3 Apps that include any equipment, product or material intended for making, using or concealing illicit drugs are not allowed

#### **8.0 Branding Infringements**

All apps must follow the branding guidelines set out in the [BlackBerry Brand and Trademark Guidelines](#) and the [BlackBerry Branding Guidelines](#). In addition to these guidelines, please note the following:

- 8.1 The app name or description cannot refer to any BlackBerry OS's or Devices that have not been publically announced
- 8.2 Abbreviated forms of the trademarks (i.e. – Berry, BB, BBerry, Berries) are not allowed in the app name unless they are relevant to the context of the app
- 8.3 The app cannot mention any other smartphones, tablets, products, brands or store fronts
- 8.4 Popular Non-BlackBerry Brands cannot be used in the app name in a way that implies direct association with the brand unless the vendor is the trademark owner or has the rights
- 8.5 Apps that bash BlackBerry products/brand or promote negative publicity are not allowed

## **9.0 Piracy**

- 9.1 Apps that infringe on any intellectual property rights including apps that permit infringing access to copyrighted material, such as music, movies and applications, allow a user to download torrents or binaries from Usenet are not allowed
- 9.2 Apps that access or provide files from a source that is high risk for piracy will be denied
- 9.3 ROMs or game system emulators are not allowed
- 9.4 Apps that enable the user to send spoof emails/message or make prank calls are not allowed
- 9.5 Apps that enable, through programmatic or knowledge sharing means, the ability for users to jailbreak devices (including BlackBerry and competitor products) are not allowed

## **10.0 Commerce**

- 10.1 Apps that bundle a physical good with the purchase price of the app or use BlackBerry Payment Services to sell physical goods, will be denied
- 10.2 Any app that permits sales of firearms or products that could be used for firearm development, production, detection, etc. will be denied
- 10.3 Apps that promote the sale of controlled drugs that require a prescription from a licensed practitioner will be denied
- 10.4 Apps that cost a ridiculously high amount and provide no functionality will be denied

## **11.0 Privacy**

- 11.1 If your app collects any personal information from end users, you must provide a URL to your privacy policy during submission of the app
- 11.2 Your app may not collect personal user information that is not necessary, without offering the user an option not to provide such details and/or without complete transparency as to what the information will be used for
- 11.3 Apps with location-based functionality must seek end user's consent prior to the collection and use of the end user's location information
- 11.4 Apps may not spy or track users without them being notified/aware
- 11.5 Apps may not send any form of communication on behalf of the user without the user's consent in regards to content and recipient

## **12.0 Other App Storefronts**

We do not allow:

- 12.1 Apps that sell other apps that run on competitors' products or on non-mobile operating systems
- 12.2 Apps that promote other ways to get apps (i.e. – competing store fronts, via email, external website etc.)
- 12.3 Theme stores

## **13.0 Ads**

We do not allow:

- 13.1 Apps that force the user to click on an ad to receive complete functionality of the app (e.g.- to get to next screen)
- 13.2 Apps that have ads intended for mature or adult audiences and the app is not rated mature or adult
- 13.3 Apps that are designed with the sole purpose of displaying ads

## 14.0 Multimedia Content (Audio, Video, etc)

We do not allow:

- 14.1 Apps that enable a user to record radio stations
- 14.2 Apps that enable a user to rip audio and/or video from online websites

## 15.0 Gambling

Laws and regulations pertaining to online gambling vary greatly from country to country, as well as across regions within countries. Therefore, we do not allow:

- 15.1 Apps where users play for real money
- 15.2 Apps that provide for any portion of the suggested retail price to be made available to the end user to risk for possible monetary gain
- 15.3 Apps that enable cheating at casinos, card games, etc.

## 16.0 Disclaimers

The following categories of apps require a disclaimer within the app description. This is not an inclusive list of disclaimers and additional ones may be required in other categories as deemed appropriate.

The verbiage in the table below offers suggestions for the disclaimer and the scenarios under which they can be used.

Type of App/Functionality	Disclaimer
16.1 Charity Apps	Charity apps which state that proceeds will be donated to a charity/cause must include a disclaimer that BlackBerry is not affiliated with the charity or responsible for the donations
16.2 Police Scanners	Apps that enable the user to listen to Police Scanners must include a disclaimer that reminds users to check their regional/country restrictions and laws prior to using the app
16.3 SMS/MMSes	SMS/MMS Apps which send user generated SMS/MMSEs must include a disclaimer that the user is responsible for the cost of the messages as regular text message rates apply
16.4 Alcohol	Blood Alcohol Content apps must include a disclaimer that the information is an estimate or for entertainment purposes only
16.5 Medical and Pharmaceuticals	Any medical or pharmaceutical app that provides treatments, recommendations or drug information must include a disclaimer that recommends that the user should consult a physician and that the information in the app is for informational purposes only
16.6 Camera Shutter-sound Mute	Any app that enables the user to mute the camera shutter-sound must include a disclaimer that states the app must not be used for illegal purposes and that the user should check their regional/local laws prior to use
16.7 Phone Call Recording	Any app that records phone calls must include a disclaimer along the lines of "The use of recordings made through this app, depending on their content, may be subject to various local laws in your region. Please review local laws and use at your own discretion."