

New guidelines for the Apple App Store.

These guideline changes are directly affecting most church apps in the App Store today. Here is a quote from a ***Tech Crunch*** article highlighting some of these changes:

“Following its Worldwide Developers Conference, Apple released updated App Store guidelines that included a new rule allowing it to ban apps created by a ‘commercialized template or app generation service.’ Many companies have recently been given a January 1, 2018 deadline, after which point any new apps they submit will be rejected by the App Store Review team, they’ve been told by Apple. In the meantime, some have been able to maintain their existing apps, but it’s unclear how long that will last.”

This change to what kinds of apps will be allowed in the App Store (Apple Developer Guideline 4.2.6) has already been causing a stir among a number of church app companies. The new guideline reads as follows:

***4.2.6** Apps created from a commercialized template or app generation service will be rejected unless they are submitted directly by the provider of the app’s content. These services should not submit apps on behalf of their clients and should offer tools that let their clients create customized, innovative apps that provide unique customer experiences. Another acceptable option for template providers is to create a single binary to host all client content in an aggregated or “picker” model, for example as a restaurant finder app with separate customized entries or pages for each client restaurant, or as an event app with separate entries for each client event.*

So what does this mean for many churches?

Starting January 1, 2018, Apple is going to start rejecting new church app submissions to the App Store where the app is built on the same template (looks and functions the same) as other apps. Some existing apps may be allowed to remain in the App Store for a period of time.

Many app companies, including many **church app companies**, offer services for small businesses, events, or churches to easily build an app with unique content but the structure and functionality of the app are the same as all others produced by the app company. This has resulted in thousands of business, organization, and church apps that look and function the same. Apple would like to see more unique, customized and innovative apps being developed for users. Cutting down on the clutter of ineffective Apps in the App Store is one step they are taking to head in this direction.

Source of article information above was obtained from:

<https://diocesan.com/new-app-store-guidelines-affect-many-catholic-church-apps/>