

# Apple Advertising Guidelines for mainland China



These guidelines are intended to inform customers seeking to advertise in mainland China about Apple's processes and requirements.

**Adherence to the guidelines is not necessarily sufficient to meet all applicable laws and regulations for advertising in mainland China, and it's your responsibility to ensure that your advertising is compliant. These guidelines are not intended as legal advice.**

Apple reserves the right to reject any advertising content that doesn't meet our standards during the review process, including any advertisement that we view as not appropriate for Apple's advertising services or Apple users.

## Advertising on the Today Tab

For more information, please refer to the [Today tab ad guidelines](#).

## Business Organization Requirements

1. Customers located in mainland China must download and submit the [Confirmation of Valid Online Agreement for Business Entities](#). Please be sure to fill in the information, affix your company chop, upload the document as an "entity document" and submit your business for approval.
2. The advertiser (developer) shall download and submit the [Advertising Claims Form](#) with the official chop or signature for each app requesting advertising review. Please upload the document as an "app industry qualification."
3. Upload any industry specific licenses based on the content within your app. Please upload the document as an "app industry qualification." For more information, please see the Ad Content Qualifications section below. Please submit your apps for approval.
4. Create your associated promotional campaigns. Once your app and business are approved, your campaigns will start delivering as scheduled.

## Agency Organization Requirements

Advertising agencies acting on behalf of advertisers (that is, developers) will need to provide the following:

1. Agencies that plan to promote third-party apps must [contact us](#) to be reviewed and granted agency account access. Note that the agency setup process can take time and the outcome is not guaranteed.
2. Provide the advertising agency's Business License with the appropriate advertising business scope. This document should be uploaded as an "entity document."
3. If located within mainland China, you must download and submit the [Confirmation of Valid Online Agreement for Business Entities](#). Please be sure to fill in the information, affix your company chop, upload the document as an "entity document" and submit your business for approval.
4. The advertiser (developer) shall download and submit the [Advertising Claims Form](#) with each developer's official chop or signature for each app requesting advertising review. Please upload the document as an "app industry qualification."
5. Provide the [Advertising Agent Authorization](#), in which the advertiser (developer) provides written confirmation of its authorization on the agency to use Apple Advertising Services on its behalf. The agency should upload documents for each of its advertiser separately. If the advertiser is located in mainland China, be sure to have the advertiser affix its company chop or, if a chop is not available, its signature before uploading. This document should be uploaded as an "app industry qualification."
6. Upload any industry specific licenses based on the content within your app. Please upload the document as an "app industry qualification." For more information see the Ad Content Qualifications section below. Please submit your apps for approval.
7. Create your associated promotional campaigns and once your app and business are approved, your campaigns will start delivering as scheduled.

## Noncorporate Entity Requirements

1. Individual advertisers that are not business organizations must provide a valid Business License for Individual Industrial and Commercial Households [个体工商户营业执照]. This document should be uploaded as an "entity document."
2. Customers located in mainland China must download and submit the [Confirmation of Valid Online Agreement for Individual Proprietors](#). Please be sure to fill in the information, affix your company chop, upload the document as an "entity document" and submit your entity for approval.
3. The advertiser (developer) shall download and submit the [Advertising Claims Form](#) with the official chop or signature for each app requesting advertising review. Please upload the document as an "app industry qualification".
4. Upload any industry specific licenses based on the content within your app. Please upload the document as an "app industry qualification." For more information see the Ad Content Qualifications section below. Please submit your apps for approval.
5. Create your associated promotional campaigns and once your app and entity are approved, your campaigns will start delivering as scheduled.

Noncorporate entities may be restricted from advertising certain categories of content. Examples of content that may not be advertised in mainland China by noncorporate entities are:

- Gaming
- Dating
- Travel
- Audio/Video Entertainment
- Finance
- Insurance
- Commercial Performances
- E-Commerce
- Internet News Information Services
- Real Estate
- Ridesharing/Taxi
- Cosmetics
- Books/Periodicals
- Employment Services
- Mail Delivery

## Mainland China Ad Placement Eligibility Overview

Additional restrictions may apply to some ad placements in mainland China. For example, Apple may restrict certain Finance and News apps from being advertised within the Search tab or Today tab ad placements.

### Prohibited Content:

In addition to our global prohibited content outlined within [Apple Ads Policies](#), the following are examples of what is prohibited from being advertised in mainland China:

<b>Gambling</b>	Ad content promoting products or services related to gambling.
<b>Simulated Gambling</b>	Ad content promoting virtual slot machines and other simulated casino gambling.
<b>VPN</b>	Ad content promoting products or services intended to mask IP addresses or user location.
<b>Pharmaceuticals and Medical Devices</b>	Ad content promoting pharmaceutical products and medical devices.
<b>Debt Collection</b>	Ad content promoting debt collection services.
<b>Funeral or Burial Services</b>	Ad content promoting funeral or burial services.
<b>Pesticides</b>	Ad content promoting the sale of pesticides.
<b>International Marriage Agencies</b>	Ad content promoting international marriage agency services.
<b>Government Documents</b>	Ad content promoting the sale or use of unauthorized government certificates or other documents (such as ID cards, files, permits, and fapiao).
<b>Language</b>	Ad content that is not displayed predominantly in Simplified Chinese.

## Age Restrictions

Advertising in the following categories should be restricted to mainland China users age 18 and older:

- Games
- Cosmetics and Cosmetology
- Health Food
- Medical Care
- Dating
- Alcohol

Our systems may automatically enforce age restrictions for campaigns.

## Ad Content Qualifications

The following qualifications are examples of what may be required based on the type of ad content you're promoting. The associated documents should be uploaded as an "App Industry Qualification." Apple may update these requirements at its discretion. Apple may submit the information and documents you upload to third-party vendors and government entities for verification.

Content type	Subcategory	Requirements
<b>Third Party Materials</b>		Ad content containing a third party's name, image, portrait, trademark, copyright, patent, or other form of third-party intellectual property must provide a written authorization certificate from the corresponding rights holder.
<b>Promotions</b>		Promotions need to specify the promotion rules such as the promotion period and method. For example: <ul style="list-style-type: none"><li>• The terms and policies of the promotion, etc.</li><li>• Promotions included in an app-screenshot must include an appropriate disclaimer in the relevant image, such as "This picture is for reference only. The rules regarding the products or activities referred to in this picture within the app shall apply".</li></ul>
<b>Patents</b>		<ul style="list-style-type: none"><li>• If the ad content involves patented products or patented processes: specify the patent number and the patent type.</li></ul>
Content type	Subcategory	Requirements
<b>Gaming</b>	Games	<ul style="list-style-type: none"><li>• Gaming Registration Number (GRN) [有效的游戏注册号] or equivalent document</li></ul>
	Comprehensive Gaming Platforms	<ul style="list-style-type: none"><li>• Value-Added Telecommunications Business License [增值电信业务经营许可证]</li><li>• Online Publishing Service License [网络出版服务许可证]</li></ul>

---

**E-commerce**

Comprehensive E-commerce Platforms/ Cosmetics E-commerce/ E-commerce Shopping Guide/ Rebate Platforms/ Second-hand E-commerce Platforms/ Online Stores

For apps that are third-party E-commerce platforms:

- Value-Added Telecommunications Business License [增值电信业务经营许可证]

For apps that are self-operated E-commerce platforms:

- Value-Added Telecommunications Business License [增值电信业务经营许可证] or ICP filing [ICP备案]

Based on your app, additional documents may be required. For example:

If the E-commerce app is a self-operated cross-border business, one of the following is required:

- Registration Certificate of Customs Declaration Unit of the People's Republic of China [中华人民共和国海关报关单位注册登记证书]
- Customs Import Export Goods Consignee and Consignor Filing Certificate [海关进出口货物收发货人备案证明]

If the E-commerce app involves auctions:

- Auction Operation Approval Certificate [拍卖经营批准证书]

---

**Online Food Shops**

For apps that are third-party food selling platforms, the following is required:

- Value-Added Telecommunications Business License [增值电信业务经营许可证]
- Online Food Selling Third-Party Platform Registration Certificate [网络食品交易第三方平台备案凭证]

For apps that are self-operated online food shops, the following is required:

- Value-added Telecommunications Business License [增值电信业务经营许可证] or ICP filing [ICP备案]
- Food Selling Business License [食品经营许可证] (excluding agricultural platforms)

Based on your app, additional documents may be required. For example:

If the app is a self-operated cross-border business, one of the following is required:

- Registration Certificate of Customs Declaration Unit of the People's Republic of China [中华人民共和国海关报关单位注册登记证书]
  - Customs Import Export Goods Consignee and Consignor Filing Certificate [海关进出口货物收发货人备案证明]
-

---

## Pet Retailers

For third-party pet retailers:

- Value-Added Telecommunications Business License [增值电信业务经营许可证]

For self-operated live pet retailers, the following is required:

- Value-Added Telecommunications Business License [增值电信业务经营许可证] or ICP filing [ICP备案]
- Animal Epidemic Disease Prevention Compliance Certificate [动物防疫条件合格证]

Based on your app, additional documents may be required. For example:

For apps that are platforms selling pet pharmaceuticals:

- Pet Pharmaceuticals Advertising Review Form [兽药广告审查表]
- Pet Pharmaceuticals Production/Selling License [兽药生产/经营许可证] or approval documentations [批准文号文件]

For apps that are pet diagnostics and treatment platforms:

- Animal Diagnosis and Treatment License [动物诊疗许可证]

---

## Alcohol E-commerce Platforms

For apps that are third-party liquor platforms:

- Value-Added Telecommunications Business License [增值电信业务经营许可证]

For self-operated liquor stores, the following is required:

- Value-Added Telecommunications Business License [增值电信业务经营许可证] or ICP filing [ICP备案]
- Food Selling Business License [食品经营许可证], Alcohol Distribution License [酒类批发许可证], or Alcohol Retailing License [酒类零售许可证]

Based on your app, additional documents may be required. For example:

If the app is a self-operated cross-border alcohol business platform, one of the following is required:

- Registration Certificate of Customs Declaration Unit of the People's Republic of China [中华人民共和国海关报关单位注册登记证书]
- Customs Import Export Goods Consignee and Consignor Filing Certificate [海关进出口货物收发货人备案证明]

Based on your region, additional documents may be required.

---

Collectables	<p>For platforms trading third-party collectables:</p> <ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> </ul> <p>Based on your app, additional documents may be required. For example:</p> <p>For stamp trading services:</p> <ul style="list-style-type: none"> <li>Record documentations from postal administration office [邮政管理机构办理备案手续]</li> </ul> <p>For Chinese Yuan currency collectables:</p> <ul style="list-style-type: none"> <li>Approval documents from The People's Bank of China [中国人民银行的批准文件]</li> </ul> <p>For cultural relics trading, one of the following is required:</p> <ul style="list-style-type: none"> <li>Cultural Relic Business License [文物经营许可证]</li> <li>Approval Documents from Other Provincial Cultural Relics Bureaus [其他省级文物局的批准文件]</li> </ul> <p>For auctions:</p> <ul style="list-style-type: none"> <li>Auction Operation Approval Certificate [拍卖经营批准证书]</li> </ul>																				
<b>Lifestyle Services</b>	<table border="1"> <tr> <td data-bbox="389 792 659 853">Comprehensive Lifestyle Service Platforms</td> <td data-bbox="735 792 1433 853"> <ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> </ul> </td> </tr> <tr> <td data-bbox="389 887 659 972">House Decoration and Maintenance (electricity, plumbing, etc.)</td> <td data-bbox="735 887 1433 987"> <ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证] or ICP filing [ICP备案]</li> <li>Business License [营业执照] with the appropriate scope</li> </ul> </td> </tr> <tr> <td data-bbox="389 1014 687 1099">Household Services (babysitting, housekeeping, etc.)</td> <td data-bbox="735 1014 1433 1115"> <ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证] or ICP filing [ICP备案]</li> <li>Business License [营业执照] with the appropriate scope</li> </ul> </td> </tr> <tr> <td data-bbox="389 1142 679 1171">Shipping/Delivery Services</td> <td data-bbox="735 1142 1355 1234"> <p>One of the following is required:</p> <ul style="list-style-type: none"> <li>Express Business License [快递业务经营许可证]</li> <li>Road Transport Business License [道路运输经营许可证]</li> </ul> </td> </tr> <tr> <td data-bbox="389 1261 644 1290">Home-Moving Services</td> <td data-bbox="735 1261 1355 1290"> <ul style="list-style-type: none"> <li>Road Transport Business License [道路运输经营许可证]</li> </ul> </td> </tr> <tr> <td data-bbox="389 1323 687 1384">Beauty Services (manicure, Spa, etc.)</td> <td data-bbox="735 1323 1433 1384"> <ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> </ul> </td> </tr> <tr> <td data-bbox="389 1417 579 1447">Security Services</td> <td data-bbox="735 1417 1299 1509"> <p>One of the following is required:</p> <ul style="list-style-type: none"> <li>Security Training Permit [保安培训许可证]</li> <li>Security Training Filing Record [保安培训备案凭证]</li> </ul> </td> </tr> <tr> <td data-bbox="389 1536 587 1565">Wedding Services</td> <td data-bbox="735 1536 1390 1597"> <ul style="list-style-type: none"> <li>Business License [营业执照] with the appropriate business scope</li> </ul> </td> </tr> <tr> <td data-bbox="389 1624 651 1653">Driver Training Services</td> <td data-bbox="735 1624 1382 1749"> <ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证] or ICP filing [ICP 备案]</li> <li>Business License [营业执照] with the scope of "vocational training" [技能培训]</li> </ul> </td> </tr> <tr> <td data-bbox="389 1783 624 1812">Online Food Services</td> <td data-bbox="735 1783 1433 2007"> <p>For Apps that include online food service platforms:</p> <ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> </ul> <p>For Apps that include own brand online food service:</p> <ul style="list-style-type: none"> <li>Value-added Telecommunications Business License [增值电信业务经营许可证] or ICP filing [ICP备案]</li> <li>Food Selling Business License [食品经营许可证]</li> </ul> </td> </tr> </table>	Comprehensive Lifestyle Service Platforms	<ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> </ul>	House Decoration and Maintenance (electricity, plumbing, etc.)	<ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证] or ICP filing [ICP备案]</li> <li>Business License [营业执照] with the appropriate scope</li> </ul>	Household Services (babysitting, housekeeping, etc.)	<ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证] or ICP filing [ICP备案]</li> <li>Business License [营业执照] with the appropriate scope</li> </ul>	Shipping/Delivery Services	<p>One of the following is required:</p> <ul style="list-style-type: none"> <li>Express Business License [快递业务经营许可证]</li> <li>Road Transport Business License [道路运输经营许可证]</li> </ul>	Home-Moving Services	<ul style="list-style-type: none"> <li>Road Transport Business License [道路运输经营许可证]</li> </ul>	Beauty Services (manicure, Spa, etc.)	<ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> </ul>	Security Services	<p>One of the following is required:</p> <ul style="list-style-type: none"> <li>Security Training Permit [保安培训许可证]</li> <li>Security Training Filing Record [保安培训备案凭证]</li> </ul>	Wedding Services	<ul style="list-style-type: none"> <li>Business License [营业执照] with the appropriate business scope</li> </ul>	Driver Training Services	<ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证] or ICP filing [ICP 备案]</li> <li>Business License [营业执照] with the scope of "vocational training" [技能培训]</li> </ul>	Online Food Services	<p>For Apps that include online food service platforms:</p> <ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> </ul> <p>For Apps that include own brand online food service:</p> <ul style="list-style-type: none"> <li>Value-added Telecommunications Business License [增值电信业务经营许可证] or ICP filing [ICP备案]</li> <li>Food Selling Business License [食品经营许可证]</li> </ul>
Comprehensive Lifestyle Service Platforms	<ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> </ul>																				
House Decoration and Maintenance (electricity, plumbing, etc.)	<ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证] or ICP filing [ICP备案]</li> <li>Business License [营业执照] with the appropriate scope</li> </ul>																				
Household Services (babysitting, housekeeping, etc.)	<ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证] or ICP filing [ICP备案]</li> <li>Business License [营业执照] with the appropriate scope</li> </ul>																				
Shipping/Delivery Services	<p>One of the following is required:</p> <ul style="list-style-type: none"> <li>Express Business License [快递业务经营许可证]</li> <li>Road Transport Business License [道路运输经营许可证]</li> </ul>																				
Home-Moving Services	<ul style="list-style-type: none"> <li>Road Transport Business License [道路运输经营许可证]</li> </ul>																				
Beauty Services (manicure, Spa, etc.)	<ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> </ul>																				
Security Services	<p>One of the following is required:</p> <ul style="list-style-type: none"> <li>Security Training Permit [保安培训许可证]</li> <li>Security Training Filing Record [保安培训备案凭证]</li> </ul>																				
Wedding Services	<ul style="list-style-type: none"> <li>Business License [营业执照] with the appropriate business scope</li> </ul>																				
Driver Training Services	<ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证] or ICP filing [ICP 备案]</li> <li>Business License [营业执照] with the scope of "vocational training" [技能培训]</li> </ul>																				
Online Food Services	<p>For Apps that include online food service platforms:</p> <ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> </ul> <p>For Apps that include own brand online food service:</p> <ul style="list-style-type: none"> <li>Value-added Telecommunications Business License [增值电信业务经营许可证] or ICP filing [ICP备案]</li> <li>Food Selling Business License [食品经营许可证]</li> </ul>																				

	Fitness Services	<ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> </ul>
<b>Reservations</b>	Reservation Platforms	<ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> </ul>
	Airlines	<ul style="list-style-type: none"> <li>Public Air Transport Enterprise Business License [公共航空运输企业经营许可证] with the appropriate business scope</li> </ul>
	Hotels	<ul style="list-style-type: none"> <li>Special Industry License [特种行业许可证]</li> </ul>
	Commercial Performances	<ul style="list-style-type: none"> <li>Commercial Performance License [营业性演出许可证] with the appropriate business scope covering performance tickets</li> </ul>
	Cruise Tickets	<ul style="list-style-type: none"> <li>Navigation Transportation Permit [水路运输许可证]</li> </ul>
	Travel Agencies	<ul style="list-style-type: none"> <li>Travel Agency Business License [旅行社业务经营许可证]</li> </ul>
	High-risk Sports	<p>High-risk Sports Business License [高危体育项目经营许可证]</p> <p>For high-risk sports content:</p> <ul style="list-style-type: none"> <li>Appropriate risk prompts should be included, such as "The actions featured in the advertisement are performed by professionals. Do not attempt", etc.</li> </ul>
<b>Transportation and Travel</b>	Taxi Booking Platforms	<ul style="list-style-type: none"> <li>Online Taxi Booking Business Permit [网络预约出租汽车经营许可证]</li> </ul>
	Self-operated Taxi Companies	<ul style="list-style-type: none"> <li>Road Transport Business License [道路运输经营许可证]</li> <li>Taxi Business Administrative License Decision [出租汽车经营行政许可决定书]</li> </ul>
	Ridesharing	<ul style="list-style-type: none"> <li>Online Taxi Booking Business Permit [网络预约出租汽车经营许可证]</li> </ul>
	Car Rental Platforms	<p>One of the following is required:</p> <ul style="list-style-type: none"> <li>Record Certificate of Car Rental Business [汽车租赁经营备案证]</li> <li>Online Taxi Booking Business Permit [网络预约出租汽车经营许可证]</li> </ul>
	Maps	<p>One of the following is required:</p> <ul style="list-style-type: none"> <li>Surveying and Mapping Qualification Certificate [测绘资质证书] with scope of Class A/B classification and the scope of "internet map service" [甲级/乙级分级和互联网地图服务类型]</li> </ul>
	Parking Utilities	<ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> </ul>
	Parking Tickets Check	<ul style="list-style-type: none"> <li>Proof of API agreement for corresponding ticketing system [查看违章的接口的合作证明]</li> </ul>
	EV Charging Station Check	<ul style="list-style-type: none"> <li>Business License [营业执照] with the scope: "EV charging facility" [新能源汽车充电设施] or "charging services" [充电服务], etc.</li> </ul>
	Comprehensive Car Selling and Car News Platforms	<ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> </ul>

Used Car Services	<ul style="list-style-type: none"> <li>• For used car selling: Business License with scope “used car dealership” [二手车经销]</li> <li>• For used car broker: Business License with scope “used car broker” [二手车经纪]</li> <li>• For used car auction agency: “Auction Operation Approval Certificate” [拍卖经营批准证书]</li> <li>• For used car inspection and identification: Business License with scope in one of the following: <ul style="list-style-type: none"> <li>• “automotive technical consultation” [汽车技术咨询]</li> <li>• “motor vehicle appraisal and evaluation” [机动车鉴定评估]</li> <li>• “automotive technical service” [汽车技术服务]</li> <li>• “automotive inspection service” [汽车检测服务]</li> <li>• “quality inspection technology service” [质检技术服务]</li> <li>• “used car dealership or broker” [二手车经销、经纪]</li> </ul> </li> </ul>
Driver License Services	<p>One of the following is required:</p> <ul style="list-style-type: none"> <li>• Road Transport Business License [道路运输经营许可证] with the scope “common motor vehicle driver training” [普通机动车驾驶员培训]</li> <li>• Transportation Administrative Permission Decision [交通行政许可决定书]</li> <li>• Motor Vehicle Driver Training Operation Filling [机动车驾驶培训学校、培训班备案]</li> </ul>
Car Repair	<ul style="list-style-type: none"> <li>• Business License [营业执照] with the scope: “repairing” [维修]</li> <li>• Automobile Maintenance Operation Filling [机动车维修经营备案表]</li> </ul>
Pet Transportation Services	<ul style="list-style-type: none"> <li>• Business License [营业执照] with the scope of “pet services” [宠物服务] or “freight forwarder” [货运代理]</li> </ul>
<b>Dating</b>	<p>Dating Platforms</p> <ul style="list-style-type: none"> <li>• Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> </ul> <p>Based on your app, additional documents may be required. For example:</p> <ul style="list-style-type: none"> <li>• Internet Publication Service License [网络出版服务许可证]</li> <li>• Internet Culture Business License [网络文化经营许可证]</li> <li>• Audio and Video Service Permission [信息网络传播视听节目许可证]</li> <li>• Internet News Information Service License [互联网新闻信息服务许可证]</li> <li>• Radio and Television Program Production Business License [广播电视节目制作经营许可证]</li> </ul>
Marriage Matchmaking Services	<ul style="list-style-type: none"> <li>• Business License [营业执照] with appropriate business scope</li> </ul> <p>Depending on your region, Marriage Matchmaking Service License [婚姻介绍服务许可证] may be required.</p>



---

**Social Networks**

- Value-Added Telecommunications Business License [增值电信业务经营许可证]

And one of the following is required:

- For internet publication service: Internet Publication Service License [网络出版服务许可证]
- For internet culture business: Internet Culture Business License [网络文化经营许可证]
- For audio and video service: Audio and Video Service Permission [信息网络传播视听节目许可证]

Based on your app, additional documents may be required. For example:

- For internet news: Internet News Information Service License [互联网新闻信息服务许可证]
- For radio and television program productions: Radio and Television Program Production Business License [广播电视节目制作经营许可证]

---

**Video and Music Streaming**

- Value-Added Telecommunications Business License [增值电信业务经营许可证]

And one of the following is required:

- Internet Publication Service License [网络出版服务许可证]
- Internet Culture Business License [网络文化经营许可证]
- Audio and Video Service Permission [信息网络传播视听节目许可证]

Based on your app, additional documents may be required. For example:

- For internet news: Internet News Information Service License [互联网新闻信息服务许可证]
- For radio and television program productions: Radio and Television Program Production Business License [广播电视节目制作经营许可证]
- For radio stations or television stations: Radio and Television Broadcasting Organization License [广播电视播出机构许可证] or Radio and Television Channel License [广播电视频道许可证]

---

**Internet News**

- Internet News Information Service License [互联网新闻信息服务许可证]
-

---

**Web Browser**

- Computer Software Copyright Registration Certificate [计算机软件著作权登记证书] or Application Electronic Copyright Certificate [App电子版权认证证书]
- Value-Added Telecommunications Business License [增值电信业务经营许可证]

Based on your app, additional documents may be required. For example:

For Web Browsers with a built-in News function:

- Internet News Information Service License [互联网新闻信息服务许可证]

For Web Browsers with a built-in radio station or television station, one of the following is required:

- Radio and Television Broadcasting Organization License [广播电视播出机构许可证]
- Radio and Television Channel License [广播电视频道许可证]

For Web Browsers with a built-in radio and television program productions:

- Radio and Television Program Production Business License [广播电视节目制作经营许可证]

---

**Books / Periodicals**

- Value-Added Telecommunications Business License [增值电信业务经营许可证]

And one of the following is required:

- Internet Publication Service License [网络出版服务许可证]
- Internet Culture Business License [网络文化经营许可证]
- Publication Business License [出版物经营许可证]

Based on your app, additional documents may be required:

- For periodicals: Periodical Publishing License [期刊出版许可证]
- For imported publications: Publication Import Business License [出版物进口经营许可证]
- For audiobooks: Audio and Video Service Permission [信息网络传播视听节目许可证] or Radio and Television Program Production Business License [广播电视节目制作经营许可证]

---

**Communication Services**

Phone/Video Communication

One of the following is required:

- Basic Telecommunications Business License [基础电信业务经营许可证]
  - Value-Added Telecommunications Business License [增值电信业务经营许可证]
-

	Instant Messaging	<ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证]. Based on your app, you may need to hold a specific version of this license: <ul style="list-style-type: none"> <li>General instant messaging apps: B25 Information Service Business</li> <li>Multi-party communication: B22 Domestic Multi-Party Communication Service</li> </ul> </li> </ul> <p>Based on your app, additional documents may be required. For example: If the app includes internet news:</p> <ul style="list-style-type: none"> <li>Internet News Information Service License [互联网新闻信息服务许可证]</li> </ul> <p>If the app includes online telephone functionality:</p> <ul style="list-style-type: none"> <li>Basic Telecommunications Business License [基础电信业务经营许可证]</li> </ul>
	Telecom Operators	<p>One of the following is required:</p> <ul style="list-style-type: none"> <li>Basic Telecommunications Business License [基础电信业务经营许可证]</li> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> </ul>
	Cable, Satellite and Broadband Networks	<ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证] with the appropriate business scope</li> </ul>
	Value-Added Services and Cloud Services	<ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> </ul> <p>Based on your app, additional documents may be required. For example:</p> <ul style="list-style-type: none"> <li>For group text messaging: the proof of cooperation with telecom operators</li> </ul>
<b>Business Support</b>	Business Consulting	<ul style="list-style-type: none"> <li>Business License [营业执照] with the scope: "consulting [管理咨询]" or "business information consulting [商务信息咨询]"</li> </ul>
	Immigration Businesses	<ul style="list-style-type: none"> <li>Business License [营业执照] with the scope of "intermediary services for private entry and exit" [因私出入境中介服务]</li> </ul>
	Hiring, Head Hunting, Human Resources Organizations	<ul style="list-style-type: none"> <li>Business License [营业执照] with a hiring related scope</li> </ul> <p>Based on your app, additional documents may be required. For example:</p> <ul style="list-style-type: none"> <li>For Talent Center Recruitment: Human Resources Service License [人力资源服务许可证]</li> </ul>
	E-Signature Authentication Platform	<ul style="list-style-type: none"> <li>Electronic Certification Service License [电子认证服务许可证]</li> </ul>
<b>Law Services</b>	Legal Support Platforms	<p>One of the following is required:</p> <ul style="list-style-type: none"> <li>Law Firm Practice License [律师事务所执业许可证]</li> <li>Law Firm Practice License [律师事务所执业许可证] of the cooperating law firms with the proof of cooperation</li> </ul>
	Law Firms	<ul style="list-style-type: none"> <li>Law Firm Practice License [律师事务所执业许可证]</li> </ul>
	Judicial Expertise	<ul style="list-style-type: none"> <li>Practicing License of Judicial Appraisal Institution [司法鉴定机构执业许可证]</li> </ul>
	Notary Services	<ul style="list-style-type: none"> <li>Practice Certificate of Notary Institution [公证机构执业证]</li> </ul>

<b>Energy and Environment</b>	Environmental Assessment	<p>One of the following is required:</p> <ul style="list-style-type: none"> <li>• Qualification certificate for environmental impact assessment of construction projects [建设项目环境影响评价资质证书]</li> <li>• Laboratory accreditation certificate of China National Accreditation Service for Conformity Assessment [中国合格评定国家认可委员会实验室认可证书]</li> <li>• Qualification accreditation measurement certification certificate [资质认定计量认证证书]</li> </ul>
	Energy Trading Platforms	<ul style="list-style-type: none"> <li>• Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> </ul> <p>Based on your app, additional documents may be required. For example: For refined oil trading, one of the following is required:</p> <ul style="list-style-type: none"> <li>• Approval Certificate for the Wholesale of Refined Oil [成品油批发经营批准证书]</li> <li>• Approval Certificate for the Retail of Refined Oil [成品油零售经营批准证书]</li> </ul> <p>For natural gas trading:</p> <ul style="list-style-type: none"> <li>• Gas Business Certificate [燃气经营许可证]</li> </ul>
<b>Real Estate</b>	Real Estate Online Platforms	<ul style="list-style-type: none"> <li>• Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> </ul>
	Real Estate Developers	<ul style="list-style-type: none"> <li>• Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> </ul> <p>And one of the following is required:</p> <ul style="list-style-type: none"> <li>• For pre-sale real estate: Pre-sale Real Estate Permit [商品房预售许可证]</li> <li>• For existing-sale real estate: Existing-sale Real Estate Filing Record [现房销售备案凭证]</li> </ul> <p>Based on your app, additional documents may be required. For example:</p> <ul style="list-style-type: none"> <li>• For resale housing sales: Real Estate Registration Certificate [不动产登记证书]</li> <li>• For displaying ads of real estate developers: Real Estate Development Qualification Certificate [房地产开发资质等级证书]</li> </ul>
	Real Estate Agencies	<ul style="list-style-type: none"> <li>• Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> <li>• Record Certificate of Real Estate Agency [房地产经纪机构备案证明]</li> </ul>

**Finance**

## Disclaimers

- All advertisements featuring financial services shall clearly and conspicuously include an appropriate statement regarding risk and liability, such as the following: "Investment involves risks. Please be aware of the risks associated and make prudent investment decisions."
- Advertising that includes reference to past performance, simulations, or forecasts for financial investments shall clearly and conspicuously include appropriate disclaimers in the corresponding description or images, such as the following: "Past performance, simulations and forecasts are not necessarily a reliable indication of future performance. The information contained in this document is only valid at the time this page is produced."
- Advertising featuring consumer finance or loan services shall clearly and conspicuously include appropriate disclaimers, such as the following: "Credit lines and loans delivery time are subject to approval."

## Banking

- Financial License [金融许可证] with the appropriate business scope

For banks with a credit card business: Approval by the China Banking and Insurance Regulatory Commission

## Securities / Futures

- Securities and Futures Business License [经营证券期货业务许可证] with the appropriate business scope;
- Based on your app, additional documents may be required. For example:
- For apps that include Hong Kong stock exchange-related services, proof of membership in the Shanghai-Hong Kong Stock Connect [沪港通] or Shenzhen-Hong Kong Stock Connect [深港通] program is required;
  - For apps that include stock market price/quotation, or quotation display: authorization letter from exchange agencies [交易所行情授权书] or proof that they are listed as licensed institution of exchange agencies [交易所许可单位] is required;
  - For apps that include options trading or precious metal trading: proof that they are listed as licensed institution of exchange agencies [交易所许可单位] is required;
  - For apps that include investment advisory services: Securities and Futures Business License [经营证券期货业务许可证] with the business scope of "investment consulting" [投资咨询]

## Consumer Finance

- Financial License [金融许可证] with the appropriate business scope

## Automobile Finance

- Financial License [金融许可证] with the appropriate business scope

## Financial Leases

- Financial License [金融许可证] with the appropriate business scope

## Micro-Loans

- Micro-Loan Business License or Approval Documents Issued by the Financial Office at the Provincial Level or above [小额贷款公司经营许可或省级以上监管部门发放的批文]
- Business License [营业执照] with the appropriate business scope

Financial Information	<ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> <li>And one of the following is required: <ul style="list-style-type: none"> <li>Filing of Domestic Financial Information Service Institutions [境内金融信息服务备案]</li> <li>License for the Provision of Financial Information Services in China by Foreign Institutions [外国机构在中国境内提供金融信息服务许可证]</li> </ul> </li> </ul>
Payment Services	<ul style="list-style-type: none"> <li>For apps that include online payment, prepaid card issuing/ acceptance, and credit card acquiring services: Payment Business License [支付业务许可证] is required. If offer cross-border payment services, approval documents issued by SAFE [外汇管理局批准文件] is required.</li> <li>For apps that include fourth-party payment services: Filing of Outsourcing Acquiring Service Providers [收单外包服务机构备案] from PCAC</li> </ul>
Currency Exchanges	<ul style="list-style-type: none"> <li>Permit for Franchised Domestic and Foreign Currency Exchange Business for Individuals [个人本外币兑换特许业务经营许可证]</li> </ul>
Credit Agencies	<ul style="list-style-type: none"> <li>For credit agencies that are operating businesses regarding individuals: individual credit investigation business license [个人征信业务经营许可]</li> <li>For credit agencies that are operating businesses regarding enterprises or institutions: Record- filing with the local agency of the People's Bank of China [所在地人民银行省级分支行的备案]</li> </ul>
Pawn Services	<p>One of the following is required:</p> <ul style="list-style-type: none"> <li>Pawn Business License [典当经营许可证]</li> <li>Special Industry Permit [特种行业许可证]</li> </ul>
Financing Guarantee Companies	<ul style="list-style-type: none"> <li>Financing Guarantee Business License [融资担保业务经营许可证]</li> </ul>
Financial Leasing Companies	<ul style="list-style-type: none"> <li>Finance Lease License [融资租赁牌照]</li> </ul>
Insurance Companies	<ul style="list-style-type: none"> <li>Insurance License [保险许可证]</li> </ul>
Insurance Agencies	<ul style="list-style-type: none"> <li>Insurance Agency License [保险中介许可证]</li> </ul>
<b>Charity Crowdfunding</b>	<p>Charity Crowdfunding</p> <ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> </ul> <p>Based on your app, additional documents may be required. For example: For fundraising (money / clothes), one of the following is required:</p> <ul style="list-style-type: none"> <li>Charitable Organization Public Fundraising Certificate [慈善组织公开募捐资格证书]</li> <li>Being listed in the List of Charitable Organizations' Internet Fundraising Information Platforms [慈善组织互联网募捐信息平台名单]</li> </ul>

<b>Business Franchise Investments</b>	Self-operated Brand Investment and Franchise Business	<ul style="list-style-type: none"> <li>• Archival Filing of Commercial Franchise [商业特许经营备案]</li> </ul> <p>One of the following is required:</p> <ul style="list-style-type: none"> <li>• Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> <li>• ICP filing [ICP备案]</li> </ul>
	Investment and Franchise Information Platforms	<ul style="list-style-type: none"> <li>• Proof of partnership with at least three franchising brands and the Archival Filings of Commercial Franchise for them</li> <li>• Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> </ul>
<b>Medical and Health</b>	Health Examination Institutions	<ul style="list-style-type: none"> <li>• Medical Institution Practicing License [医疗机构执业许可证]</li> <li>• Medical Advertising Review Certificate [医疗广告审查证明]</li> <li>• Medical Advertisement Product Sample Form [医疗广告成品样件表]</li> </ul>
	Dental Services	<ul style="list-style-type: none"> <li>• Medical Institution Practicing License [医疗机构执业许可证]</li> <li>• Medical Advertising Review Certificate [医疗广告审查证明]</li> <li>• Medical Advertisement Product Sample Form [医疗广告成品样件表]</li> </ul>
	Online Hospital	<ul style="list-style-type: none"> <li>• Medical Institution Practicing License [医疗机构执业许可证] with the scope of "online hospital"</li> <li>• Medical Advertising Review Certificate [医疗广告审查证明]</li> <li>• Medical Advertisement Product Sample Form [医疗广告成品样件表]</li> </ul> <p>Based on your app, additional documents may be required.</p>
	Medical and Health Information Platforms	<ul style="list-style-type: none"> <li>• Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> <li>• Online Medical Products Information Service License [互联网药品信息服务许可证]</li> </ul>
	Intelligent Devices	<ul style="list-style-type: none"> <li>• Certificate for China Compulsory Product Certification [中国国家强制性产品认证证书]</li> </ul>
	Therapy Services	<ul style="list-style-type: none"> <li>• Business License with the scope: "therapy [心理咨询]" or related scope</li> <li>• Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> <li>• At least three Therapist Qualification Certificates [心理咨询资格证书]</li> </ul>
	Medical Escort Services	<ul style="list-style-type: none"> <li>• Value-Added Telecommunications Business License [增值电信业务经营许可证] or ICP filing [ICP 备案]</li> <li>• Business License [营业执照] with the scope of "health consulting" [健康咨询]</li> </ul>
	Hospital Online Registration Services	<ul style="list-style-type: none"> <li>• Value-Added Telecommunications Business License [增值电信业务经营许可证] or ICP filing [ICP 备案]</li> <li>• Cooperation agreement with at least three Tertiary Hospitals [三甲医院的合作协议]</li> </ul>

<b>Education</b>	Education Services	<ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证]</li> </ul> <p>And one of the following is required:</p> <ul style="list-style-type: none"> <li>School License [办学许可证]</li> <li>Legal Person Certificate of Public Institution [事业单位法人证书]</li> <li>Non-state School License [民办学校办学许可证]</li> <li>Non-state Vocational Training School License [民办职业培训办学许可证]</li> <li>Business License [营业执照] with the appropriate scope: education, training, or other related businesses</li> </ul>
	Education Utilities	<ul style="list-style-type: none"> <li>Value-Added Telecommunications Business License [增值电信业务经营许可证] or ICP filing [ICP备案]</li> <li>Computer Software Copyright Registration Certificate [计算机软件著作权登记证书] or Application Electronic Copyright Certificate [App电子版权认证证书]</li> </ul>
<b>Utilities</b>	Utilities	<p>One of the following is required:</p> <ul style="list-style-type: none"> <li>Computer Software Copyright Registration Certificate [计算机软件著作权登记证书]</li> <li>Application Electronic Copyright Certificate [App电子版权认证证书]</li> </ul>

Apple reserves the right to modify these qualifications at any time. Apple may also apply restrictions or limitations to your advertising at its discretion.

If you have any questions about our policies, please feel free to [contact us](#).