

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.

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, and upload the document as an "entity document."
2. Submit your business for approval.
3. At the same time, submit your apps for approval and upload any industry specific licenses based on the content within your app. Please upload the associated documents as an "app industry qualification." For more information see the Ad Content Qualification section below.
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 is not guaranteed.
2. 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, and upload the document as an "entity document."
3. Provide the advertising agency's Business License with the appropriate advertising business scope. This document should be uploaded as an "entity document."
4. Provide the [Advertising Agent Authorization](#), in which the advertiser (developer) provides written confirmation of its authorization for the agency to use Apple Advertising Services on its behalf. The agency should upload separate documents for each advertiser on whose behalf it advertises. 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."
5. Submit your business for approval.
6. At the same time, submit your apps for approval and upload any industry specific licenses based on the content within your app. Please upload the associated documents as an "app industry qualification." For more information see the Ad Content Qualification section below.
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. 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, and upload the document as an “entity document.”
2. 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.”
3. Submit your entity for approval
4. At the same time, submit your apps for approval and upload any industry specific licenses based on the content within your app. Please upload the associated documents as an “app industry qualification.” For more information see the Ad Content Qualification section below.
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

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:

Gambling	Ad content promoting products or services related to gambling.
Simulated Gambling	Ad content promoting virtual slot machines and other simulated casino gambling.
VPN	Ad content promoting products or services intended to mask IP addresses or user location.
Pharmaceuticals and Medical Devices	Ad content promoting pharmaceutical products and medical devices.
Debt Collection	Ad content promoting debt collection services.
Funeral or Burial Services	Ad content promoting funeral or burial services.
Pesticides	Ad content promoting the sale of pesticides.
International Marriage Agencies	Ad content promoting international marriage agency services.
Government Documents	Ad content promoting the sale or use of unauthorized government certificates or other documents (such as ID cards, files, permits, and fapiao).
Language	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
Claims and Comparisons		If the ad content contains references to data, statistics, survey results, and other citations: <ul style="list-style-type: none">• Download the Advertising Claims Form and provide your chop or signature to confirm that the claims and the other information that is outlined within your ad content is factual, accurate, and can be provided upon request. Please then upload the chopped or signed document as an "App Industry Qualification."
Third Party Materials		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.
Gaming	Comprehensive Gaming Platforms	<ul style="list-style-type: none">• Value-Added Telecommunications Business License [增值电信业务经营许可证]• Online Publishing Service License [网络出版服务许可证]
	Games	<ul style="list-style-type: none">• Gaming Registration Number (GRN) [有效的游戏注册号] or equivalent document
E-Commerce	Comprehensive E-commerce Platforms/ Cosmetics	For third-party E-commerce platforms: <ul style="list-style-type: none">• Value-Added Telecommunications Business License [增值电信业务经营许可证]
	E-commerce/ E-commerce Shopping Guide/ Rebate Platforms/ Second-hand E-commerce Platforms/ Online Stores	For self-operated E-commerce platforms: <ul style="list-style-type: none">• 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. If the comprehensive E-commerce app involves cross-border business, one of the following is required: <ul style="list-style-type: none">• Registration Form for Foreign Trade Operators [对外贸易经营者备案登记表]• Entry-Exit Inspection and Quarantine Application Enterprise Record Form [出入境检验检疫报检企业备案表]• 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] If the comprehensive E-commerce app involves auctions: <ul style="list-style-type: none">• Auction Operation Approval Certificate [拍卖经营批准证书]

Content Type	Subcategory	Requirements
	Online Food Shops	<p>For third-party food selling platforms, the following is required:</p> <ul style="list-style-type: none"> 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] <p>For self-operated online food shops, the following is required:</p> <ul style="list-style-type: none"> 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) <p>For platforms that facilitate cross-border business, one of the following is required:</p> <ul style="list-style-type: none"> Registration Form for Foreign Trade Operators [对外贸易经营者备案登记表] Entry-Exit Inspection and Quarantine Application Enterprise Record Form [出入境检验检疫报检企业备案表] 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]
	Pet Retailers	<p>For third-party pet retailers:</p> <ul style="list-style-type: none"> Value-Added Telecommunications Business License [增值电信业务经营许可证] <p>For self-operated live pet retailers, the following is required:</p> <ul style="list-style-type: none"> 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] <p>For platforms selling pet pharmaceuticals, the following is required:</p> <ul style="list-style-type: none"> 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] <p>For pet diagnostics and treatment platforms:</p> <ul style="list-style-type: none"> Animal Diagnosis and Treatment License [动物诊疗许可证]
Taxis/Ridesharing	Taxi Booking Platforms	Online Taxi Booking Business Permit [网络预约出租汽车经营许可证]
	Self-operated Taxi Companies	<ul style="list-style-type: none"> Road Transport Business License [道路运输经营许可证] Taxi Business Administrative License Decision [出租汽车经营行政许可决定书]
	Ridesharing	Online Taxi Booking Business Permit [网络预约出租汽车经营许可证]
Reservations	Reservation Platforms	Value-Added Telecommunications Business License [增值电信业务经营许可证]
	Airlines	Public Air Transport Enterprise Business License [公共航空运输企业经营许可证] with the appropriate business scope
	Hotels	Special Industry License [特种行业许可证]
	Commercial Performances	Commercial Performance License [营业性演出许可证] with the appropriate business scope covering performance tickets
	Cruise Tickets	Navigation Transportation Permit [水路运输许可证]
Travel Agencies		Travel Agency Business License [旅行社业务经营许可证]
Dating		<ul style="list-style-type: none"> Value-Added Telecommunications Business License [增值电信业务经营许可证] <p>Based on your app, additional documents may be required. For example:</p> <ul style="list-style-type: none"> 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] Internet News Information Service License [互联网新闻信息服务许可证] Radio and Television Program Production Business License [广播电视节目制作经营许可证]
Marriage Services	Marriage Matchmaking Services	<p>Business License [营业执照] with the appropriate business scope</p> <p>Based on your region, Marriage Matchmaking Service License [婚姻介绍服务许可证] may be required.</p> <p>Note that international marriage agencies are prohibited.</p>
	Wedding Services	Business License [营业执照] with the appropriate business scope

Content Type	Subcategory	Requirements
Social Networks		<p>Value-Added Telecommunications Business License [增值电信业务经营许可证]</p> <p>And one of the following is required:</p> <ul style="list-style-type: none"> 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] <p>Based on your app, additional documents may be required. For example:</p> <ul style="list-style-type: none"> 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		<p>Value-Added Telecommunications Business License [增值电信业务经营许可证]</p> <p>And one of the following is required:</p> <ul style="list-style-type: none"> 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] <p>Based on your app, additional documents may be required. For example:</p> <ul style="list-style-type: none"> 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]
Instant Messaging		<p>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:</p> <ul style="list-style-type: none"> General instant messaging apps: B25 Information Service Business Multi-party communication: B22 Domestic Multi-Party Communication Service <p>If the app includes internet news:</p> <ul style="list-style-type: none"> Internet News Information Service License [互联网新闻信息服务许可证] <p>If the app includes online telephone functionality:</p> <ul style="list-style-type: none"> Basic Telecommunications Business License [基础电信业务经营许可证]
Phone/Video Communication		<p>One of the following is required:</p> <ul style="list-style-type: none"> 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]
Books/Periodicals		<p>Value-Added Telecommunications Business License [增值电信业务经营许可证]</p> <p>And one of the following is required:</p> <ul style="list-style-type: none"> 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] <p>Based on your app, additional documents may be required:</p> <ul style="list-style-type: none"> 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]
Real Estate	Real Estate Online Platforms	Value-Added Telecommunications Business License [增值电信业务经营许可证]
	Real Estate Developers	<p>Value-Added Telecommunications Business License [增值电信业务经营许可证]</p> <p>And one of the following is required:</p> <ul style="list-style-type: none"> For pre-sale real estate: Pre-sale Real Estate Permit [商品房预售许可证] For existing-sale real estate: Existing-sale Real Estate Filing Record [现房销售备案凭证] <p>Based on your app, additional documents may be required. For example:</p> <ul style="list-style-type: none"> For resale housing sales: Real Estate Registration Certificate [不动产登记证书] For displaying ads of real estate developers: Real Estate Development Qualification Certificate [房地产开发资质等级证书]
	Real Estate Agencies	<ul style="list-style-type: none"> Value-Added Telecommunications Business License [增值电信业务经营许可证] Record Certificate of Real Estate Agency [房地产经纪机构备案证明]

Content Type	Subcategory	Requirements
App description content for financial apps need to include a disclaimer about possible risks and risk responsibilities	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
	Funds/Futures/Securities/Stock	Securities and Futures Business License [经营证券期货业务许可证] with the appropriate business scope or other equivalent documents <ul style="list-style-type: none"> For apps including Hong Kong stock exchange-related services, proof of membership in Shanghai-Hong Kong Stock Connect [沪港通] or Shenzhen-Hong Kong Stock Connect [深港通] For apps including real-time market price/quotation, quotation display: authorization letter from exchange agencies [交易所行情授权书] For Sino-foreign Joint Venture Fund Management: Foreign Investment Enterprise Approval Certificate [外商投资企业批准证书]
	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
	Financial Information	Value-Added Telecommunications Business License [增值电信业务经营许可证]
	Payment Services	Payment Business License [支付业务许可证]
	Currency Exchanges	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]
	Credit Agencies	<ul style="list-style-type: none"> For credit agencies that are operating businesses regarding individuals: individual credit investigation business license [个人征信业务经营许可] 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]
	Pawn Services	One of the following is required: <ul style="list-style-type: none"> Pawn Business License [典当经营许可证] Special Industry Permit [特种行业许可证]
	Financial Utilities	One of the following is required: <ul style="list-style-type: none"> Computer Software Copyright Registration Certificate [计算机软件著作权登记证书] Application Electronic Copyright Certificate [App电子版权认证证书]
	Micro-Loans	<ul style="list-style-type: none"> 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] (letter covers statements approving "internet micro-loans", "internet loans" etc.) Business License [营业执照] with the business scope "micro-loans" Filing at Mobile Finance Trusted Public Service [中国互联网金融协会的备案证明]
	Financing Guarantee Companies	Financing Guarantee Business License [融资担保业务经营许可证]
	Financial Leasing Companies	Finance Lease License [融资租赁牌照]
	Insurance Groups/Insurance Companies/Insurance Asset Management Companies	Insurance License [保险许可证]
Insurance Agencies/ Insurance Brokerage Firms/ Side-line Insurance Agencies / Insurance	Insurance Agency License [保险中介许可证]	
Medical	Health Examination Institutions	<ul style="list-style-type: none"> Medical Institution Practicing License [医疗机构执业许可证] Medical Advertising Review Certificate [医疗广告审查证明] Medical Advertisement Product Sample Form [医疗广告成品样件表]
	Dental Services	<ul style="list-style-type: none"> Medical Institution Practicing License [医疗机构执业许可证] Medical Advertising Review Certificate [医疗广告审查证明] Medical Advertisement Product Sample Form [医疗广告成品样件表]

Content Type	Subcategory	Requirements
	Online Hospitals	<ul style="list-style-type: none"> Medical Institution Practicing License [医疗机构执业许可证] with the scope of "online hospital" Medical Advertising Review Certificate [医疗广告审查证明] Medical Advertisement Product Sample Form [医疗广告成品样件表] <p>Based on your app, additional documents may be required.</p>
	Medical and Health Information Platforms	<ul style="list-style-type: none"> Value-Added Telecommunications Business License [增值电信业务经营许可证] Five Tertiary Hospital doctor's Practicing Physician Qualification Certificate [三甲医院医生执业医师资格证] and cooperation documents
	Intelligent Devices	Certificate for China Compulsory Product Certification [中国国家强制性产品认证证书]
	Therapy Services	<ul style="list-style-type: none"> Business License with the scope: "therapy" [心理咨询] or related scope Value-Added Telecommunications Business License [增值电信业务经营许可证] Three Therapist Qualification Certificate [心理咨询师证书]
High-risk Sports		<p>High-risk Sports Business License [高危体育项目经营许可证]</p> <p>Examples of high-risk sports include alpine skiing, freestyle skiing, snowboarding, diving, and rock climbing.</p>
Maps		<p>One of the following is required:</p> <ul style="list-style-type: none"> Surveying and Mapping Qualification Certificate [测绘资质证书] Map Compilation Qualification Certificate [地图编制资质证书]
Parking Tools		Value-Added Telecommunications Business License [增值电信业务经营许可证]
Parking Tickets Check		Proof of API agreement for corresponding ticketing system [查看违章的接口的合作证明]
Internet News		Internet News Information Service License [互联网新闻信息服务许可证]
Education	Education Services	<p>Value-Added Telecommunications Business License [增值电信业务经营许可证]</p> <p>And one of the following is required:</p> <ul style="list-style-type: none"> School License [办学许可证] Legal Person Certificate of Public Institution [事业单位法人证书] Non-state School License [民办学校办学许可证] Non-state Vocational Training School License [民办职业培训办学许可证] Business License [营业执照] with the appropriate scope: education, training, or other related businesses
	Education Utilities	<ul style="list-style-type: none"> Value-Added Telecommunications Business License [增值电信业务经营许可证] or ICP filing [ICP备案] 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]
Business Support	Business Consulting	Business License [营业执照] with the scope: "consulting" [管理咨询] or "business information consulting" [商务信息咨询]
	Immigration Businesses	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]
	Hiring, Head Hunting, Human Resources Organizations	<p>Business License [营业执照] with a hiring related scope</p> <p>For Talent Center Recruitment: Human Resources Service License [人力资源服务许可证]</p>
Lifestyle Services	Comprehensive Lifestyle Service Platforms	Value-Added Telecommunications Business License [增值电信业务经营许可证]
	House Decoration and Maintenance (electricity, plumbing, etc.)	<ul style="list-style-type: none"> Value-Added Telecommunications Business License [增值电信业务经营许可证] or ICP filing [ICP备案] Business License [营业执照] with the appropriate scope
	Household Services (babysitting, housekeeping, etc.)	<ul style="list-style-type: none"> Value-Added Telecommunications Business License [增值电信业务经营许可证] or ICP filing [ICP备案] Business License [营业执照] with the appropriate scope

Content Type	Subcategory	Requirements
	Shipping/Delivery Services	One of the following is required: <ul style="list-style-type: none"> Express Business License [快递业务经营许可证] Road Transport Business License [道路运输经营许可证]
	Home-Moving Services	Road Transport Business License [道路运输经营许可证]
	Collectables (stamp/auction)	Value-Added Telecommunications Business License [增值电信业务经营许可证] For stamp trading: record documentations from postal administration office [邮政管理机构办理备案手续]
	Beauty Services (manicure, Spa, etc.)	Value-Added Telecommunications Business License [增值电信业务经营许可证]
	Security Services	One of the following is required: <ul style="list-style-type: none"> Security Training Permit [保安培训许可证] Security Service Permit [保安服务许可证]
Law Services	Legal Support Platforms	One of the following is required: <ul style="list-style-type: none"> Law Firm Practice License [律师事务所执业许可证] Law Firm Practice License [律师事务所执业许可证] of the cooperating law firms with the proof of cooperation
	Law Firms	Law Firm Practice License [律师事务所执业许可证]
	Judicial Expertise	Practicing License of Judicial Appraisal Institution [司法鉴定机构执业许可证]
	Notary Services	Practice Certificate of Notary Institution [公证机构执业证]
Energy and Environment	Environmental Assessment	One of the following is required: <ul style="list-style-type: none"> Qualification certificate for environmental impact assessment of construction projects [建设项目环境影响评价资质证书] 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] Qualification accreditation measurement certification certificate [资质认定计量认证证书]
Communication Services	Telecom Operators	One of the following is required: <ul style="list-style-type: none"> 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]
	Value-Added Services and Cloud Services	Value-Added Telecommunications Business License [增值电信业务经营许可证] For group text messaging: Cooperation documents of Telecom Operator
Cars	Comprehensive Car Selling and Car News platforms	Value-Added Telecommunications Business License [增值电信业务经营许可证]
	Used Car Services	<ul style="list-style-type: none"> For used car selling: Business License with scope "used car dealership" [二手车经销商] For used car broker: Business License with scope "used car broker" [二手车经纪] For used car auction agency: "Auction Operation Approval Certificate" [拍卖经营批准证书]
	Driving License Services	One of the following is required: <ul style="list-style-type: none"> Road Transport Business License [道路运输经营许可证] Vehicle Driver Training Business License [机动车驾驶员培训业务许可证] Transportation Administrative Permission Decision [交通行政许可决定书]
Utilities		One of the following is required: <ul style="list-style-type: none"> Computer Software Copyright Registration Certificate [计算机软件著作权登记证书] Application Electronic Copyright Certificate [App电子版权认证证书]

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](#).