Google Designed for Families program
an AppsFlyer Guide

Google is in the process of updating its [policies around apps designed for children and families,](#) aiming to become effective on May 31st 2023. Such updates may require apps to take various steps to ensure their compliance with Google's guidelines. While each app will need to analyze with its own legal advisors concerning their requirements and legal obligations, the following is a brief summary of the requirements and what it means for you as a customer of AppsFlyer.

*Note: Google's "Families Self-Certified Ads SDK Program", as discussed below, is meant for Advertising SDKs. AppsFlyer does not have an advertising SDK. That being said, we ensure the compliance of our SDK with Google's ` policies and its safe use in apps for both families and children.

Summary of Google's Requirements:

1. Apps must specify their target audience in the Google Play Store;

   a. Apps designed specifically for children (under 13) or must participate in the Google Designed for Families program.

   b. Apps with mixed or 'everybody' audiences, that may include children, **must also comply** with the Google Families Policy requirements;

   c. Apps that are labeled as 'not designed for children' are exempt from the Families policy, but are still required to comply with Google developer terms, which may require additional obligations if an app may be determined by Google to be appealing to children;

2. Where **one** of the target audiences is children the Designed for Families program designates that:

   a. app content accessible to children must be appropriate, as considered 'appropriate' according to the regulations of the regions in which the app is operable;

   b. app functionality can't be limited to a webview or just driving traffic to a website;

   c. you must be accurate and transparent in describing your app including the apps interactive elements on Google's Content Rating Questionnaire;

   d. ads displayed to children or users of unknown age must: (i) only use Google Play certified ad SDK's to display ads; (ii) not target based on interests or remarket (iii) have appropriate content; (iv) comply with Google's Family ad format requirements; and (v) comply with relevant regulations and industry standards related to children. Google Play will re-authenticate all users prior to any in-app purchases in apps participating in the Designed for Families program;

e. you must disclose to your users any collection of personal or sensitive data. As it relates to children, sensitive information includes not only personal data such as names and passwords but also device data, ad usage data and the Android ID. You may furthermore not not request location permissions, nor may they collect, use and transmit precise location;

f. you may not transmit device AAID, SIM Serial, Build Serial, BSSID, MAC, SSID, IMEI and/or IMSI from children or, for mixed age audience apps, from any users of unknown of age [in a mixed audience app, AAID may be transferred if the advertiser knows the user is 13+];

g. you must use Google's CDM when requesting Bluetooth (except if targeting only devices without CDM);

h. if your app uses Augmented Reality, you must include a safety warning and you may not require the use of a device that is not advised to be used by children;

i. if your app allows for the sharing or exchange of information, this needs to be accurately disclosed on Google's Google's Content Rating Questionnaire on the Play Console;

j. apps that target both children and older audiences must not implement APIs or SDKs that are not approved for use in child-directed services unless they are used behind a neutral age screen or implemented in a way that does not result in the collection of data from children.

What this means for you as a Customer of AppsFlyer:

While these changes do not limit your ability to use AppsFlyer, app developers will need to read Google's policies carefully to ensure compliance by configuring the AppsFlyer SDK correctly.

For apps that target children only, you may not collect the AAID. Please see here for instructions on how to disable collection of AAID. Please see here for instructions on not triggering the SDK. Unless the advertiser knows the user is 13+, the app must use the "setDisableAdvertisingIdentifiers" API.

When app developers set in their Google Play account that the target audiences include children (a mixed-audience app), using age gates within the app may be necessary in order to transmit the AAID. The AppsFlyer SDK should only be triggered to collect the Advertising ID or other device identifiers if the user has indicated they are not a child. If a user is identified as a child then the AAID should not be collected as described above. You may also choose to not to collect any data from those users that are identified as children by performing the steps described here. Note: the age classification of "children" differs in many countries and we advise you to consult with your legal advisors for the regulations applicable to your app's functionality.

Where the SDK is triggered but you have configured not to collect AAID, AppsFlyer will continue to attribute based on its other available attribution methods (e.g. probabilistic modeling or install referrer).

For a guide on various children-appropriate controls that AppsFlyer provides (including COPPA and GDPR), please refer to the following Guide.

If AppsFlyer becomes aware that an app developer has failed to implement the appropriate compliance controls or SDK tools in a child directed service or in an app where one of the target audiences includes children (a mixed-audience app) then AppsFlyer may: (1) cease processing personal information on the app developer's behalf; (2) delete any personal information collected on your behalf that AppsFlyer has on record; and (3) suspend or terminate its services to the app developer.