

# App Store Connect - Guideline 2.1 - Information Needed

When publishing your branded mobile application to Apple App Store, you may be asked the following questions on paid content and services. Below, you can find the answers applicable to the branded app you created with Docebo's *Branded Mobile App Publisher* functionality (refer to the first section if you use Docebo's [E-Commerce app](#) to sell courses online through your platform creating your own marketplace, refer to the second section if you don't use it). Once you reply to these questions, you can proceed with the publishing process.

## Answers for Branded Mobile App using the E-Commerce App

### 1. Does your app access any paid content or services?

Yes, our company offers an e-learning platform and added value courses; the app is the user-side interface towards this system.

### 2. What are the paid content or services?

According to your business model, you may use one of the following two answers:

- The e-learning platform is a SaaS product and our clients pay an annual fee to use the platform. Users can optionally buy additional courses.
- The e-learning platform is a free SaaS product and our clients don't pay an annual fee to use the platform. Users can optionally buy additional courses.

### 3. Do individual customers pay for the content or services?

Users may optionally pay for additional courses

#### **4. If no, does a company or organization pay for the content or services?**

Yes, the companies that adopt our e-learning platform may pay an annual subscription fee according to their subscription tier.

#### **5. Where do they pay, and what's the payment method?**

Payment takes place outside the software product.  
Supported payment methods are bank transfer, credit card, PayPal.

#### **6. If users create an account to use your app, are there fees involved?**

End users may pay for their accounts but payment takes place outside the software product.

#### **7. How do users obtain an account?**

Usually the administrator of the e-learning platform creates accounts for the users. Anyways, the administrator can optionally allow the users to self-register to the platform for free.

## **Answers for Branded Mobile App do not using the E-Commerce App**

#### **1. Does your app access any paid content or services?**

No, our company offers an e-learning platform for internal usage and the app is the user-side interface towards this system

#### **2. What are the paid content or services?**

We don't provide paid content or services. Our e-learning platform is a SaaS product and our users don't pay an annual fee to use the platform.

**3. Do individual customers pay for the content or services?**

No, the end users don't pay for the service

**4. If no, does a company or organization pay for the content or services?**

No, the companies that adopt our e-learning platform don't pay an annual subscription fee

**5. Where do they pay, and what's the payment method?**

No payment is required nor processed within our software

**6. If users create an account to use your app, are there fees involved?**

No, end users don't pay for their accounts

**7. How do users obtain an account?**

Usually the administrator of the e-learning platform creates accounts for the users. Anyway, the administrator can optionally allow the users to self-register to the platform for free.