



Rules for uploading apps to OK

We are thrilled to hear that you have decided to make an app for our social network. Our users are always beyond happy to enjoy some excellent entertainment or make their lives a little easier with a helpful app. What makes them happiest of all is knowing that they will be offered nothing but high-quality content, because we curate our catalog very thoroughly, and intend to fill it only with quality apps. We have developed these rules to separate the wheat from the chaff.

Your apps must meet all clauses from these rules. If your app fails to comply with one or more of these clauses, it shall be denied a place in the OK catalog. If the app has already been added and we find out that it violates these rules, it will be removed. You must also note that even if your app does meet all the requirements, it does not necessarily guarantee that we will add it to our catalog. We will, however, do our best to explain our decision or expand these rules to cover your specific case.

The main principle that guides us as we review each of the apps submitted for our approval is that OK users must enjoy only the highest quality apps. If your app is unfinished or contains glaring errors, if its functionality is dubious, if it does not offer any obvious benefits, and/or if it is not based on a unique idea, it will not be added to our catalog.

If you think that our verdict on your app is unjustified, we will review your complaint. We reserve the right to change the app approval policy. Any and all rules within this document are subject to change.

1. General Requirements

- 1.1. The app must comply with the laws of the Russian Federation.
- 1.2. The app must not mislead the OK user regarding its functions.
- 1.3. The app must not associate itself with our trademarks in any way, unless we have given a written permission to do so.
- 1.4. If the app has paid options, OK users must make all purchases exclusively via OK, unless stated otherwise in the agreement concluded with you. The use of OK in the app is regulated by the agreement concluded with you.
- 1.5. Apps that have their function changed excessively or are replaced by a different app after being approved by moderators will be removed from our catalog.
- 1.6. We do not accept apps without a customer support service and/or a moderated community.
- 1.7. We do not accept apps without a monetization system (in-game payments and/or advertisement monetization), except for previously-approved promo apps.

2. Content Requirements

- 2.1. We do not accept apps that prompt OK users to download third-party apps and/or files to their computers. This rule does not apply to certified software modules that the app may need to function (such as Adobe Flash, Calydo, Unity, or others).



- 2.2. We do not accept apps that feature design elements, logos, or mentions of any social media sites other than OK.
- 2.3. We do not accept apps that copy design, graphics, or sounds from other apps without proper copyright permission for those materials. This rule is also applicable to exact copies of open-license apps.
- 2.4. We do not accept apps that recreate the functions or gaming mechanics of other OK apps and add no unique new ideas to these functions.
- 2.5. If an app's chief aim is to advertise or promote products/services, we will add it to our catalog only after approval by our Business Department.
- 2.6. We do not accept apps that mention or demonstrate alcohol, tobacco or tobacco products, or the process of smoking, or medications, drugs, or any other prohibited substances.
- 2.7. We do not accept apps with pornographic or erotic content.
- 2.8. We do not accept apps that contain realistic depictions of violence or encourage violence in any way.
- 2.9. We do not accept apps that contain obscene language.
- 2.10. We do not accept apps that feature violence against minors in any form.
- 2.11. We do not accept apps that promote any religious or political ideology.
- 2.12. We do not accept apps that are designed for the purpose of exchanging gifts, postcards, or virtual items between OK users.
- 2.13. We do not accept apps that feature unlicensed content in any form.
- 2.14. Apps that contain lotteries and prize giveaways are added to our catalog only after approval by our Business Department.
- 2.15. We do not accept apps that function as online radios.
- 2.16. We do not accept apps that function as video chats or messengers.
- 2.17. We do not accept apps that do not contain our widgets.
- 2.18. We do not accept apps that contain links to third-party resources (including various countdown meters).
- 2.19. You may use an API to allow registered OK users to access their own pages, for instance in order to listen to audio files on their page by using the app's music player, with the following restrictions:
 - playback of audio files must be accessible only to registered or authorized OK users;
 - OK users should be able to play only those audio files that have been added to their personal OK page;
 - music player must display all file data, including metadata, data on the person that has uploaded the file, and any other data that is usually displayed when an audio file is played back via OK;



- playback of audio files must not give the user the opportunity to save (download) the audio file to their PC and/or another device.

3. Functionality Requirements

- 3.1. We do not accept apps that do not work properly and/or contain bugs.
- 3.2. We do not accept apps that are still being tested.
- 3.3. We do not accept apps without adequate server capacity (no less than 2,000 users at a time, no less than 25,000 installations per hour).
- 3.4. All of the app's interface must be designed in the Russian language.
- 3.5. If the app needs the user to share images, they must be shared through the social network's API calls rather than taken from the user's PC.
- 3.6. We do not accept apps that limit most of their functionality for OK users who do not use features like "invite friends", "post for guests", "post to your News Feed", or any other features that provide for the distribution of the app among other users.
- 3.7. We do not accept apps that require OK users to specify usernames and passwords from any sites, phone numbers, or e-mail addresses.
- 3.8. Any support dialogue windows called via requests to the OK SDK must appear after the OK user has performed an active action.
- 3.9. Apps must not use scripts from the mail.ru or OK.RU domains and subdomains, unless explicitly permitted by site rules.
- 3.10. Apps must not use information received via API calls anywhere, except for the app where these calls have been performed.
- 3.11. Apps must not send out text messages.
- 3.12. Apps that function as dating services, are meant to be used for gambling, and/or have crime-related themes, must have the following restrictions:
 - age restrictions;
 - no instant payments;
 - no ability to receive information about the user's account balance;
 - obligatory advance notification on the app's contents for the users.

4. Text and Graphics Requirements

- 4.1. The app's description must accurately reflect its functions and must not mislead the OK user.
- 4.2. The app's main name must be in Russian (it may, however, contain one or several words in a foreign language).
- 4.3. We do not accept apps that use animated icons.
- 4.4. The app's icon must be unique and must not copy any other apps in our catalog.



- 4.5. The app's logo must include its name or at least the key part of its name. We do not accept apps with no name in their logos.
- 4.6. We do not accept apps that have logos with white or transparent backgrounds.
- 4.7. We do not accept apps with copyright-protected icons, unless you are able to give documentary evidence of being authorized to use them in your apps.

5. External Links and Advertisements

- 5.1. We do not accept apps that contain links and/or redirect to pages outside our sites. This rule does not extend to apps that have been approved by our Business Department, nor to links in players provided by video hosting websites (unless such links lead to social media different from OK) nor links to map resources with open API.
- 5.2. You have the right to advertise only your other apps which are available on OK. Advertisements may be placed in a 760×60 pixel box above the app's main content, in a 760×60 pixel box below the app's main content, or in a modal window within the app, provided that the user is able to close the window without being forcefully redirected to the game being advertised. The advertisement must be separated from the app's main content by no less than 10 pixels. The space taken up by the advertisement must not exceed 25% of the app's main content. We do not accept apps that contain advertisements for other apps outside the authorized boxes.
- 5.3. We do not accept apps that limit their functionality to advertising other games upon launch.
- 5.4. We do not accept apps that use or mention special offer programs of any kind.
- 5.5. We do not accept apps that distribute intrusive advertisements (spam) through any channels.
- 5.6. For whatever reason, you are not allowed to migrate the audience playing your game within OK to other platforms (channels) and other app versions placed outside OK, including, but not limited to, authorization via OAuth.
- 5.7. You are not allowed to use the group meant for support of OK users of your app for the intended migration of the audience playing your game within OK to other platforms (channels) and other app versions placed outside OK, including, but not limited to, authorization via OAuth.