lastapp.ai

PRE-SUBMISSION RELEASE GATE

App Store Submission Checklist

92 checks across 10 sections to complete before you submit your iOS app for review.

APP NAME | VERSION / BUILD | DATE | REVIEWED BY

Rule: Every applicable checkbox should be completed before submission. Mark others N/A with a reason.

1 App functionality and quality

Apple Guidelines 2.1, 4.2, 4.3

	DONE	N/A
App launches without crashing on supported iPhones.	☐	☐
App works on the oldest supported iOS version and the latest released version.	☐	☐
Every button, link, form, and navigation path works.	☐	☐
No placeholder text, dummy images, test data, or unfinished screens.	☐	☐
No loading screens that remain stuck indefinitely.	☐	☐
Backend APIs are working and production services will remain available during review.	☐	☐
Handle network failures, timeouts, and offline states gracefully.	☐	☐
The app provides meaningful functionality beyond displaying a website.	☐	☐
App offers enough original value to distinguish it from similar apps.	☐	☐
No hidden functionality activated only after Apple approves the app.	☐	☐

N/A REASONS: _____

2 Privacy and data collection

Apple Guidelines 5.1.1, 5.1.2

	DONE	N/A
A publicly accessible Privacy Policy URL exists.	☐	☐
Privacy Policy is accessible from within the app.	☐	☐
Privacy Policy explains what data is collected, how it is used, retention, sharing, and deletion.	☐	☐
App Store Connect privacy labels accurately reflect all data collected.	☐	☐
Third-party SDK data collection is included in privacy disclosures.	☐	☐
Camera, microphone, photos, location, and contacts permissions have clear purpose strings.	☐	☐

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Permissions are requested only when the relevant functionality needs them.	☐	☐
Users can deny optional permissions without breaking unrelated functionality.	☐	☐
App Tracking Transparency (ATT) consent is requested before tracking users across other companies' apps or websites.	☐	☐
User data is not shared with unauthorized third parties.	☐	☐
Any required privacy consent can be withdrawn.	☐	☐

Technical verification: Inspect `Info.plist`, SDK configurations, and runtime network traffic. Verify that actual collection matches declarations.

N/A REASONS: _____

3 User accounts and authentication

Apple Guidelines 4.8, 5.1.1(v)

	DONE	N/A
Login and registration work correctly.	☐	☐
Sign in with Apple, or another qualifying privacy-preserving alternative, is provided when required by third-party social login.	☐	☐
Email/password-only login does not unnecessarily force users to use another login method.	☐	☐
Apple private relay email addresses are accepted correctly.	☐	☐
Account deletion is available **inside the app** if the app allows account creation.	☐	☐
Account deletion actually processes associated personal-data deletion, subject to legitimate retention obligations.	☐	☐
Logout invalidates sessions as appropriate and removes sensitive local credentials.	☐	☐
Password reset and account recovery work.	☐	☐
Guest users are not forced to register unless account access is necessary for core features.	☐	☐

N/A REASONS: _____

4 Subscriptions, payments, and purchases

Apple Guidelines 3.1.1–3.1.3

	DONE	N/A
Digital purchases and subscriptions use StoreKit In-App Purchase, unless a permitted exception or storefront-specific rule applies.	☐	☐
Physical goods and real-world services use an appropriate payment method instead of In-App Purchase.	☐	☐
Subscription price and billing interval are clearly shown.	☐	☐
Trial duration and price after the trial are clearly disclosed.	☐	☐
Auto-renewal terms and cancellation information are accessible before purchasing.	☐	☐

	DONE	N/A
Restore Purchases works for restorable purchases.	☐	☐
Purchased features unlock correctly after transaction confirmation.	☐	☐
Subscription status and entitlements sync correctly after renewal, cancellation, and expiration.	☐	☐
First In-App Purchase products are submitted for review with the new app.	☐	☐
Links to external digital-payment methods comply with the particular App Store storefront's rules.	☐	☐

Important: US storefront rules allow certain external purchase links without special entitlements, but that permission should not automatically be extended to other countries.

N/A REASONS: _____

5 App Store listing and metadata

Apple Guidelines 2.3, 5.2

	DONE	N/A
App name is 30 characters or fewer.	☐	☐
App subtitle is 30 characters or fewer.	☐	☐
Description accurately represents the actual functionality.	☐	☐
Keywords are relevant and do not misuse competitors' trademarks.	☐	☐
Screenshots show real app functionality, not just login or splash screens.	☐	☐
Screenshots and previews use supported sizes for each device category.	☐	☐
App icon is original, correctly formatted, and not misleading.	☐	☐
Support URL works and provides an actual contact method.	☐	☐
Privacy Policy URL works without login.	☐	☐
App category is appropriate.	☐	☐
Age-rating questionnaire is completed accurately.	☐	☐
Every third-party brand, image, logo, or other asset is properly licensed or authorized.	☐	☐
No misleading price claims, exaggerated benefits, or unsupported functionality claims.	☐	☐

N/A REASONS: _____

6 Security and technical compliance

Apple Guidelines 1.6, 2.5, 5.1

	DONE	N/A
Built using a supported Xcode and iOS SDK version.	☐	☐
No private Apple APIs are used.	☐	☐
No unsupported executable code is downloaded to alter app functionality.	☐	☐
`PrivacyInfo.xcprivacy` includes the necessary declarations and approved reasons for required-reason APIs.	☐	☐

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	DONE	N/A
Third-party SDKs that require privacy manifests and signatures include valid versions.	☐	☐
Production binaries do not contain hardcoded API secrets or sensitive credentials.	☐	☐
Sensitive user data is transmitted securely using TLS.	☐	☐
Authentication tokens are stored securely, such as in iOS Keychain.	☐	☐
App Transport Security exceptions are limited and justified.	☐	☐
Background modes and capabilities are used only for their documented purposes.	☐	☐
Deep links and URL inputs are validated.	☐	☐
Encryption export-compliance declarations are completed correctly.	☐	☐

Apple requires valid privacy manifests for applicable SDKs and required-reason APIs.

N/A REASONS: _____

7 Content moderation, AI, and safety

Apple Guidelines 1.1, 1.2, 4.7, 5.1.2

Applicable particularly to apps with user-generated content, social interactions, or AI.

	DONE	N/A
Objectionable content can be filtered or moderated before exposure.	☐	☐
Users can report abusive or inappropriate content.	☐	☐
Users can block abusive users where user interaction exists.	☐	☐
Published contact information exists for content complaints.	☐	☐
AI image, video, or text generation has appropriate harmful-content safeguards.	☐	☐
Users are informed and give explicit permission before personal data is shared with third-party AI services.	☐	☐
AI-generated or user-generated content cannot circumvent applicable age restrictions.	☐	☐
There is a process to remove reported content promptly.	☐	☐
Any regulated or age-restricted content follows applicable regional rules.	☐	☐

Apple specifically includes AI content-creation apps within its user-generated-content safety guidelines.

N/A REASONS: _____

8 App Review readiness

Apple Guideline 2.1

	DONE	N/A
Demo account credentials are provided if login is required.	☐	☐
Demo account is active, not expired, and can access the full experience.	☐	☐
Reviewer can access paid functionality or test it through the appropriate purchase flow.	☐	☐

	DONE	N/A
Review Notes describe the app's purpose, business model, and audience.	☐	☐
Review Notes explain any non-obvious features.	☐	☐
Any unusual permissions, external services, or integrations are explained.	☐	☐
Review Notes include test instructions for features requiring special setup.	☐	☐
App Review contact details are current.	☐	☐
App Store Connect agreements, tax, banking, and required compliance declarations are complete.	☐	☐
Final uploaded build has been tested through TestFlight.	☐	☐

Apple also recommends providing an expired-subscription demo account when reviewing auto-renewable subscription flows.

N/A REASONS: _____

9 New and changing requirements for 2026–2027

Apple's requirements move every year. Confirm each of these against your build and your App Store Connect record, and mark anything that does not apply to your app as N/A.

	DONE	N/A
Xcode 26 / iOS 26 SDK minimum for uploads Already effective since April 28, 2026	☐	☐
Minimum deployment target of iOS 13 Effective since September 9, 2026	☐	☐
Updated age-rating questionnaire Required	☐	☐
Shared Location and Dating/Relationships declarations Available November 16, 2026; all apps must complete by January 12, 2027	☐	☐
Social media capability declaration Required for applicable submissions	☐	☐
iPhone Duo layout and screenshot support Test compatibility now; screenshot requirement starts April 2027	☐	☐
iOS 27 SDK and iOS 15 minimum deployment target Starting April 2027	☐	☐
EU Digital Services Act trader-status declaration Required for applicable EU distribution	☐	☐

N/A REASONS: _____

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10 Final release decision

Sign off each area only when every check in it is done or marked N/A.

DONE

- [ ] **Functionality**
  All flows tested; production backend available
- [ ] **Privacy**
  Privacy policy, labels, permissions, and SDKs verified
- [ ] **Authentication**
  Login, account deletion, and recovery verified
- [ ] **Payments**
  Billing and subscriptions compliant or N/A
- [ ] **Store listing**
  Metadata, screenshots, and ratings complete
- [ ] **Technical**
  SDK, privacy manifest, and security checks passed
- [ ] **Safety**
  Moderation and AI protections verified or N/A
- [ ] **Review access**
  Demo access and detailed review notes ready
- [ ] **2026–2027 requirements**
  SDK minimums, deployment targets, and new declarations confirmed
- [ ] **Final build**
  Release build tested and ready to submit

- [ ] **Approved to submit**
- [ ] **Complete remaining checks before submitting**

APPROVED BY _____ SIGNATURE _____ DATE _____

Recommendation: Make this checklist a mandatory release gate for every new app. Automate the code-related checks in CI, and require a manual sign-off for privacy declarations, business model, subscription rules, and App Review credentials. The most authoritative reference remains Apple's App Review Guidelines (developer.apple.com/app-store/review/guidelines). This checklist is a practical interpretation, not an official Apple compliance certification.

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