

Reverd app reviews

Apple - Jan 14, 2015 05:12 PM
Hello,

Thanks for your time on the phone today and submitting your app for review.

As we discussed, your app has been rejected for the App Store Review Guideline detailed below.
----- 22.2 -----

We found that your app, and/or its metadata, still contains content that could be misleading to users, which is not in compliance with the App Store Review Guidelines.

Specifically, your app still mimics blacklisting or blocking functionality, which is not appropriate for the App Store. Renaming a block list or blacklist as a silence list does not resolve the issue.

Best regards,

App Store Review
Apple

Reverd - Jan 14, 2015 10:32 PM

Thank you for the review.

We kindly request clarifications as below.

Please confirm that the following applications are in compliance with the Apple rules and regulations:

Call Block - By Valiant Rock, Inc. - <https://itunes.apple.com/us/app/call-block/id721795292?mt=8>

Call Bliss - By nVariance, LLC. - <https://itunes.apple.com/us/app/call-bliss/id575698521?mt=8>

Call Manager App - By CSL Ltd. - <https://itunes.apple.com/us/app/call-manager-app/id533054795?mt=8>

Truecaller: Number Search & Block - By True Software Scandinavia AB -

<https://itunes.apple.com/ca/app/truecaller-number-search-block/id448142450?mt=8>

Everyone that can read English see that some of them DO have the word "block" even in their title (and description), some DO block calls, some silence calls and they use lists.

Please explain how all this comply with Apple's rules and regulations.

Regards,

Rverd.com

PS. We are committed to accuracy and perfection and we trust that Apple would uphold similar values.

Apple - Jan 15, 2015 09:45 AM

Hello,

Thank you for your response.

On occasion, there may be apps on the App Store that don't appear to be in compliance with the App Store Review Guidelines. We work hard to ensure that the apps on the App Store are in compliance and we try to identify any apps currently on the App Store that may not be. It takes time to identify these occurrences but another app being out of compliance is not a reason for your app to be.

Best regards,
App Store Review

Reverd - Jan 15, 2015 11:23 PM

Thank you for the reply.
Understood and agree with your reply. It may happen in a large marketplace although an equal treatment would be much appreciated.

We feel that a clarification from our end will facilitate a more adequate and realistic review as follows:

Our app does not do anything different than what iOS includes already, namely silencing certain unwanted phone calls. This feature is already provided by the current iOS so it cannot be illegal or prohibited. The app only automates the process – exactly what iPhone users want. Users wanted to automate the process.

We spent considerable amount of time (1 year of development) and effort in creating an efficient, intelligent application that fulfills iPhone users' demand for automatic silencing of unwanted harassing calls. In addition we spent time and effort making all the changes per previous reviews in order to be compliant. We did all those changes immediately without questioning. We revised all texts and online materials in order to eliminate any reference or allusion to call blocking or blacklisting. We explained app features, what it does and how it does it in plain English (translated in 6 other languages). We made it clear to everyone (all users) that we do NOT block phone calls. Instead we silence unwanted, harassing phone calls to avoid disturbance, annoyance, anger and even injuries. This is exactly what people ask for. That functionality is already provided in the iOS and we automate it. Again we do NOT block any calls or messages on iPhone.

Our app does not mimic “blacklisting or blocking functionality”. Such a statement is incorrect and cannot be sustained. It is a misperception and obvious mistake.

This renders the other statements in the review irrelevant.

The above being said, I have a simple question for you:
What should be our next step?

Would you be willing to redo or revise your review armed with the above clarifications?
Or should we resubmit for review? – If yes, please advise what exact changes you want to see.
Or is a dispute / appeal our next step? – (as a last resort)

Thank you for your help.

Regards,
Reverd.com

P.S. As always we will do our best to have this app available on the App store.

P.P.S. Please feel free to call me if any questions.

Apple - Jan 16, 2015 09:18 AM

Hello,
Thank you for sharing these concerns, as well as for your continued cooperation with our review process.

Due to the nature of the issue at hand, we feel it would be most appropriate to continue this conversation over the phone.

We have scheduled a call with an Apple representative in order to discuss your concerns. We anticipate calling within 3 business days.

Best regards,
App Store Review

Reverd - Jan 16, 2015 10:56 AM

I appreciate that.

Any specific agenda / points for discussion (it is better to be prepared beforehand. it saves time and avoids confusion).

Please provide.

Thanks,
Reverd.com

Apple - Jan 16, 2015 04:18 PM

Reasons

22.2: Apps that contain false, fraudulent or misleading representations or use names or icons similar to other Apps will be rejected

Hello,

Thank you for your time on the phone today.

As we discussed, your app is not in compliance with guideline 22.2.

We hope you will consider making the necessary changes to be in compliance with the App Store Review Guidelines and will resubmit your revised binary.

Please feel free to contact me at 001-408-974-2992 between 9AM-5PM Pacific Standard Time if you need further clarification.

Best regards,

App Store Review
Apple, Inc.

Reasons

22.2: Apps that contain false, fraudulent or misleading representations or use names or icons similar to other Apps will be rejected

Apple

Hello,

Thanks again for your time on the phone today.

As we discussed at length, upon review of your app, we found your app still mimics call blacklisting, blocking or silencing functionality, which is not appropriate for the App Store. Renaming a block list or blacklist as a silence list does not resolve the issue. Fundamentally, the concept of this version of your app, where a number or set of numbers is assigned to a silent ringtone, is not appropriate for the App Store.

We hope you will consider making the necessary changes to be in compliance with the App Store Review Guideline 22.2, and will resubmit your revised binary.

Best regards,

App Store Review
Apple, Inc.

Reverd - Jan 26, 2015 11:45 PM

Hi,

In preparation for the next submission we are working on changes for our app as discussed. All app reviews are now available online. We mailed a letter of concern to your lawyers as well. There is one more missing bit of information as follows:

During the last phone conversation you stated firmly that if we do not change/remove the silent ring tone that we provide for free to the user our app has no chance to be approved.

Questions:

1. Where this prohibition is described in the App Store Review Guidelines?
2. What such a restriction to use a silent ring tone is based upon?

We cannot find any text in any document prohibiting the use of silent ring tone.

Here is further clarification on the silent ring tone: We provide a free silent ring tone to the user for further use, but we do not assign it. It is up to the user to decide to use or not the free silent ring tone. User decides and assigns a ring tone at his own free will and discretion. A ring tone is to be assigned to only one contact and it is done manually by the user. This is a standard procedure for iPhone. User can assign any tone he likes including silent ring tone.

Please explain clearly why Apple restrict / deny the right that the user can assign a silent ring tone manually to a single contact.

Thanks,
Reverd.com