

Magic Store Validation Guidelines

Magic Store is delighted to have you on board, whether you are a new developer or part of an established team. We want you to understand all of our guidelines so that your application can be reviewed quickly and effectively - with this understanding, you will be confident that your application is ready for review.

As a web3 app store, Magic Square is committed to providing users with secure, safe apps, as well as giving developers the best opportunity. Every app submitted to the Magic Store is carefully reviewed and validated by users, ensuring that only the best applications are accepted. Every user receives a positive, reliable experience with all apps in the Magic Store courtesy of the Magic Store community.

We strive to keep up with all our customers and our products' needs at the Magic Store. Our latest guidelines are organized into three distinct sections: **Content Safety, Security, and User Experience**. It is essential to stay up-to-date and continuously update your apps to stay ahead of others in the competition. On these pages, you'll find everything you need to ensure your app is safe, secure, and meets user expectations.

Here are some other things to consider:

- At the Magic Store, we strongly believe in the importance of representing all points of view. We will reject apps that contain inappropriate or offensive content or behavior, but they must also be respectful of users with differing opinions, and provide a great app experience.
- Any attempt to cheat the system will not be tolerated. Developers may be removed from the store if they are found to attempt to deceive the review process, steal user data, copy another developer's work, or manipulate ratings. No exceptions will be made.
- You are responsible for ensuring that all elements within your application comply with these standards, so please review them thoroughly.

As a living document, new apps presenting new questions may result in new listing guidelines at any time. We hope these guidelines help you navigate the listing process successfully and that approvals and rejections remain consistent.

Before Applying

The following mistakes can delay or even lead to the rejection of your app to be listed in the Magic Store, so make sure you review them to ensure your app has the best chance of being approved. It is imperative to follow this list even though it won't guarantee your app's approval. It should also be noted that if your app no longer functions correctly or is no longer actively supported, it may be removed. In order to keep your app functioning and approved, you must stay up-to-date with all the necessary features and updates.

Make sure you:

- Test your app and identify any potential crashes and bugs
- Ensure that all app information and metadata is complete and accurate
- Update your contact information in case the Magic Store team needs to reach you
- Provide Magic Store with full access to your app. If your app includes account-based features, provide either an active demo account or fully-featured demo mode, plus any other resources that might be needed to review your app
- Include detailed explanations of non-obvious features and in-app purchases in the listing process

1. Content safety - There are a large number of users in the Magic Store. We aim to ensure that the approved content will find its way to the store. During the validation process, please note that all the app content stands in the criteria specified below will be rejected:

- i. Violence - Apps that may incite violence or contain gruesome and violent images or videos. For example, apps containing information on rape, harassment, snuff, bombing, assault, murder, and suicide.
- ii. Sexual - Apps aimed at adult audience with content that is sexual or contains sexual innuendo. For example, sex shop apps or sexually-oriented nudity.
- iii. Weapons - Apps that contain information, images, or videos of weapons or anything that can be used to inflict harm to a human or animal, including organizations that promote these weapons, such as hunting and shooting clubs. This category includes toy weapons such as paintball guns, airguns, and bb guns.
- iv. Horror - Apps that contain images, explanations, or video games that can be disturbing. This category includes information, images, and videos that are disgusting, gruesome, or scary, which can potentially disturb younger children.
- v. Criminal - Apps that contain imagery or information that is banned by law.
- vi. Gambling - Apps where people can bet online using real money or any form of credit. For example, online gambling and lottery websites, blogs, and forums that contain gambling information online or in real life.
- vii. Hate - Apps that indicate prejudice against a certain religion, race, nationality, gender, age, disability, or sexual orientation. For example, Apps that promote damaging humans, animals, or institutions or contain descriptions or images of physical assaults against any of them.
- viii. Alcohol and Tobacco - Apps that display or promote alcoholic beverages, smoking, and tobacco products, including manufacturers such as distilleries, vineyards, and breweries. For example, Apps that promote beer festivals and websites of bars and nightclubs.

- ix. Drugs - Apps that promote drug use. For example, Apps that provide information on purchasing, growing or selling any form of these substances.
 - x. False information and features, including inaccurate device data or trick/joke functionality, such as fake location trackers. Stating that the app is “for entertainment purposes” won’t overcome this guideline. Apps that enable anonymous or prank phone calls or SMS/MMS messaging will be rejected.
 - xi. User-Generated Content - Please evaluate if the user-generated content in the App can fall under one or more categories of Prohibited Content. User-generated content may include video, articles, audio, and casual games.
 - xii. Medical Content - Medical apps, at this point, are excluded from being listed in the store. Please rate if the app contains medical information.
 - xiii. Racist Content - Please evaluate if Inflammatory religious commentary or inaccurate or misleading quotations of religious texts appear in the app.
2. Security - Digital security has become a major concern today for all digital sources. The exposure to hacks in the crypto ecosystem is even greater due to the use of smart contracts, which make hacking even more lucrative. We'll explore the app's level of security and potential vulnerabilities in this section.
- a. Security
 - i. Pre Conditions
 - 1. Scam Scanner - your app must not be recognized as a scam.
 - 2. Validate the Transactions (AML) - Transactions should be validated on your app
 - 3. Your app should use a SSL certificate - Auto Recognition
 - 4. Smart Contract Scanner - your smart contract should not contain high-risk changeable elements
 - ii. Validation
 - 1. The web page which contains important data like passwords, credit card numbers, secret answers for security questions, etc., should be submitted via HTTPS (SSL)
 - 2. Verify that important information like passwords, credit card numbers, etc., should display in an encrypted format.
 - 3. Verify password rules are implemented on all authentication pages like Registration, forgot password, and change password.
 - 4. Verify the error messages should not display any important information.
 - 5. Verify to access the secured and unsecured web pages directly without login.
 - 6. Verify the cookies should not store passwords.

7. Verify if any functionality is not working. The system should not display any application, server, or database information. Instead, it should display the custom error page.
 8. Verify the session values are in an encrypted format in the address bar.
 9. Verify that the cookie information is stored in an encrypted format.
 - b. Smart Contracts - As part of the listing process, you will need to submit the audit reports from one or more Magic Square-approved auditing companies together with your token information.
3. User Experience - Our customers place a high value on products that are simple, refined, innovative, and easy to use, and that is what we want to see at Magic Store. Come up with your own ideas. We know you have them, so make them a reality. Please don't copy the latest popular app from Magic Store or make minor changes to a different name or interface and pass it off as your own. In addition to risking an intellectual property infringement claim, it makes the Magic Store harder to navigate and isn't fair to your fellow developers.
- a. UX/UI
 - i. The uniqueness, completeness and quality of the App design is vital.
 - ii. Make sure it's easy to understand what is needed to be done in the app without reading the FAQs or other explanatory documents.
 - iii. Make sure the app fully or partially solves users' needs.
 - b. Marketing - App Descriptions, Logos, Tags, and Images are crucial for the app discovery process by the user.
 - i. Make sure your chosen Category and Sub Category reflect the App Business's main course.
 - ii. Make sure the logo quality is high.
 - iii. Make sure the logo is unique.
 - iv. Make sure the short description describes the main purpose of your app.
 - v. Make sure the long description includes other features of your app.
 - vi. Make sure the screenshots are high quality and present your app.
 - vii. Make sure the tags you insert are connected to your app.
 - viii. Make sure all links are valid and accurate.
 - c. Token Information
 - i. Insert your token information only if it's live and tradable.
 - ii. The token information must be accurate and updated.
 - d. Business - Our goal in this section is to protect users from scammy business models like Ponzi, Pyramids, Money Laundering, or any other scheme that will cause users to lose money because of fraudulent or shady business activities.
 - i. The explanation of what the app is doing should match the real experience while using the app.
 - ii. The Business model of the company must be clear and valid.

After Applying

Once you've submitted your app in Magic Store and you're in the pre-approval process, there are a few things you should consider:

- **Timing:** Magic Store's team is dedicated to providing your app with the best possible experience. Although we will review your submission as soon as possible, if your app is complex or presents new challenges, we may take longer to provide a comprehensive evaluation. Thank you for your patience and understanding. If your app has been rejected multiple times for the same violation or if you have attempted to manipulate the validation process, it will take longer for it to be processed and approved.
- **Status Updates:** In addition to keeping you updated via the associated Telegram group, the Magic Store will show you the current status of your app. You will also receive support and feedback from your team members regarding any issues that may arise, and they will keep you informed of any new features or updates that may be released.
- **Prompt Requests:** Please be respectful of your fellow developers and only request an expedited review when it is absolutely necessary. Whenever you need to expedite approval of a critical issue, you can request an expedited approval through our Telegram group. In order to provide a timely response, we will review your request as soon as possible.
- **Release Date:** A future release date will result in the app not appearing in the main area on the Magic Store, but rather in the Upcoming section. Once live, and the release date has been updated, the app will be validated to appear in the main area.
- **Rejections:** The guidelines are applied equitably and consistently, but nobody is perfect. You may directly communicate with the Validation team through the applicable Telegram group if your app has been declined and you have questions or need additional information. Getting your app on the store could be aided by this, and we can also refine the Validation process and spot areas where more clarity is needed in our policies.
- **Appeals:** You may contact Magic Square's team in the relevant Telegram group if you are unhappy with the outcome of your review, or if you have any suggestions about the guideline itself. We will use the information provided to optimize the Validation process or recognize the need for additional clarity in our policies, as well as help you get your app on the store.

We are pleased to have you aboard!