



## Google Play Store Requirements

### Why publish the custom app to Google Play Store?

There are some benefits to publishing your custom app through [Google Play Store](#)

- If your company does not have MDM (Mobile Device Management) solution, it is an easy way to distribute the app for Android phones.
- Is searchable in the Google Play app from mobile devices.
- Easy to install/update the app.
- Users will get automatic updates.
- Access to Google Play analytics can be granted.

There are some considerations:

- The app will be listed in Google Play publicly.
- You need to supply a dummy login for Google.
- Before the app can be published, the review process can take up to 7-14 days.

### What are the requirements?

If you wish to publish your custom app publicly to [Google Play](#) please send us the following information:

#### 1. App details

- App Name (max 50 characters)
- Short Description (max 80 characters)
- Full Description (max 400 characters)

#### 2. Link to your Privacy Policy (URL)

#### 3. App access

## App access

---

If parts of your app are restricted based on login credentials, memberships, location, or other forms of authentication, provide instructions on how to access them. Make sure this information is kept up to date.

Google may use this information to review your app. It won't be shared, or used for any other reason. [Learn more](#)

All functionality is available without special access

All or some functionality is restricted

[+ Add new instructions](#)

You can add up to 5 instructions

Claromentis access is typically restricted based on login credentials. Google's Policy demands that we provide access to them, including dummy login details.

Google may use the information to review the app. [Learn more](#)

Please supply Claromentis with a dummy login for your system which you can then de-activate once your app is published.

- **Username**
- **Password**

### Add new instructions

Name *	<input type="text"/>	0 / 60
<small>Enter a name for these instructions so Google can recognize the scenario they apply to. For example, 'For users in the US'.</small>		
Username / phone number	<input type="text"/>	0 / 100
Password	<input type="text"/>	0 / 100
Any other instructions	<input type="text"/>	0 / 500

If you have further question, please contact our [support team](#).

## Related Articles

- [Can I publish my custom app in Apple Appstore?](#)
- [How to Distribute Enterprise Mobile App](#)

---

### Related Article

[Why my app can't be published in Apple Appstore?](#)

[How to Distribute Enterprise Mobile App](#)

---

Last modified on 6 December 2023 by [Hannah Door](#)

Created on 2 February 2021 by [Michael Christian](#)

Tags: [app](#), [google](#), [mobile](#)