



Fee Schedule Product Certification and Other Services

If your app or service has been identified as a Deceptor, you can submit it for reevaluation, and clear its Deceptor status, for FREE!

You can register your app or service with us to receive advance notice of any Deceptor violation, for FREE!

And you can have your app or service certified by us, for FREE!

We offer a Premium Service ONLY to vendors who want additional support for their certified apps and services. The revenue we receive from our Premium Services supports our efforts to help make the internet safer and protect consumers.

App Assessment and Certification: Free

We will review your app against the current Certification Requirements, and inform you of any deficiencies. If all criteria are met, we will notify security companies that your app has been certified.

- Sign-Up and App Submission: Sign the Certification Agreement and submit your app for assessment and certification through our customer portal.
- Term and Recertification: If certification is approved, your app will remain certified for one year, so long as it stays in compliance with the Certification Requirements that it was certified against, and you don't change the version or any features of the app. To keep the app continuously certified, you must resubmit it to us for review and recertification before: (1) certification expires, (2) you issue a new version, or (3) you make any feature changes.
- Timing: We will process your app on a first come, first served basis (apps submitted with Premium Services, however, will be prioritized).

Premium Services*

Our Premium Services can be purchased on either a Per-App or Committed Basis. Please send an email to sales@appesteeem.com to find out more about signing up for Premium Services.

1. Per-App Premium Services:

You may purchase Premium Services for any app you submit for certification. An app covered by Premium Services will receive the following benefits:

- App Jail Services: Once the app is certified, we will monitor it and provide personal assistance with the security companies if it is blocked. If a block is in error, we will encourage the security company to resolve such error. If we are given a valid reason for the block, we will work with you to help understand the stated reason and advise you on potential changes to your certified app.
- Compliance Consulting: We provide expert assistance and advice to help you better understand our Certification Requirements and make necessary changes to your apps covered by Premium Services.
- Electronic Certification Seal: We will provide you with code that is optional to install in an app that is certified and covered by Premium Services. This code will "seal" your certified app, electronically identifying your app to security companies as being certified and monitored by us.
- Expedited App Reviews: Your certification requests for any app covered by Premium Services will be prioritized and processed before non-premium certification requests.
- AppEsteem Insider Program: You are invited to participate in monthly conference calls (and occasional in-person get-togethers) where you'll hear what our security partners are saying; get the inside scoop on the latest trends and developments at AppEsteem; be notified of changes to the Deceptor program;

learn about new features and capabilities with our products, programs, prices, and policies; have the opportunity to give input to AppEsteem on changes you'd like to see and how best to implement those changes; and share with us information and suggestions you'd like us to relay to our security partners.

Fees for Premium Services commence and accrue from the time you submit your first app for certification. The charge for each app is \$2,500 per month. Additional Fees for Premium Services commence with the submission of each additional app. There is a maximum monthly charge of \$25,000.

2. **Committed Premium Services:**

If you purchase Committed Premium Services, you agree to certify all apps you offer to the public. You agree to pay Premium Services fees for those apps for a minimum of six months from the start date of your Committed Premium Services Plan (the “**Commitment Period**”). Committed Premium Services include all Per-App Premium Services listed above, and your price per app and minimum/maximum monthly fees are reduced by 60%.

Fees commence and accrue from the date you submit your first app for certification, at which time you will notify us in writing of all apps you offer to the public. The charge for each app is \$1,000 per month, with a maximum monthly charge of \$10,000. Example: you offer 12 apps to the public, and you submit your first 3 apps for review by AppEsteem on January 1. You will be billed starting on January 1 for \$10,000 per month.

Better World Network Incentive Programs

Some members of our Better World Network offer incentives to their customers that reduce or modify the Premium Services Fees we charge. For more information on these programs, please review the information on our [Better World Network page](#), or send an email to sales@appesteem.com.

** The approval or denial of certification of each app will be based solely on whether the app meets the current Certification Requirements and complies with terms of the Certification Agreement. Certification reviews are completed independently of any other services you may purchase, or fees you may pay. In other words, no one can buy certification by retaining our services, but we can work with you and provide services that help better protect consumers and ensure your app’s ongoing compliance with our requirements.*

** Although certification is available for any qualified applications, we reserve the right to decline our services (or terminate our services) if we believe, in our sole discretion, that providing such services is not in the best interests of consumers.*