Age rating questions for apps and games
Windows Store

This document lists the questions that are presented to apps and games during submission to Windows Dev Center. Each app or game has to select one of 6 categories, and then answer some of the questions **in that category only**:

- Reference, News, or Educational
- Social Networking, Forums, and UGC Sharing
- Consumer Store or Commercial Streaming Service
- Game
- Entertainment
- Utility, Productivity, Communication, or Other

Below are all the possible questions for each category. An app or game will only be asked a subset of the questions in each category, depending on the specific characteristics of the app or game.

Reference, News, or Educational

The primary purpose of the app is to present factual information in a neutral way, alert users to current events, or educate users.

Examples include: Wikipedia, BBC News, Dictionary.com, and Medscape.

Apps that mainly focus on sexual advice or instruction (such as "iKamasutra - Sex Positions" or "Best Sex Tips") should be categorized as "Entertainment" apps and not listed here.

1. **Violence**
   Can the app contain violent material? Please note that this question does not refer to user generated content.
   - Is accessing this material the primary purpose of the app?
   - Can this violent material be visually depicted?
     - Can these violent images be gross or gory?
   - Can this violent material be referred to through text or spoken about?

2. **Sexuality**
   Can the app contain sexual material or nudity (except in a natural or scientific setting)? Please note that this question does not refer to user generated content.
   - Is accessing this material the primary purpose of the app?
   - Can this sexual material be visually depicted?
     - Can these sexual images depict nudity?
     - Can these sexual images be pornographic?
   - Can this sexual material be referred to through text or spoken about?

3. **Controlled Substance**
   Can the app contain references to or depictions of illegal drugs? Please note that this question does not refer to user generated content.
   - Is this content the focus of the app?
   - Can this app contain visual depictions of illegal drugs?
   - Can illegal drugs be referred to through text or spoken about?

4. **Language**
   Can the app contain any potentially offensive language? Please note that this question does not refer to user generated content.
   - Is this content the focus of the app?
   - Can the app contain mild swearing and/or language that could be considered offensive?
   - Can the app contain discriminatory language?
   - Can the app contain sexual expletives?

5. **Miscellaneous**
   Can users of this app interact or exchange content with other users?
   - Is all content that may be inappropriate for young children (i.e., profanity, hate speech, racial slurs, violence, gore, and sexuality) proactively moderated, filtered, or otherwise restricted?

6. **Miscellaneous**
   Does the app share user-provided personal information with third parties?

7. **Miscellaneous**

   Does the app share the user's current physical location to other users?

8. **Miscellaneous**

   Does the app allow users to purchase digital goods?

Social Networking, Forums, and UGC Sharing

The primary purpose of the app is to enable users to share content or communicate with large groups of people.

Examples include: reddit, Facebook, 9Gag, Google Plus, YouTube, Twitter.

Apps that only facilitate communication between a limited number of people (such as SMS, Snapchat, or Skype) should be categorized as "Communication" apps and not listed here.

1. **Miscellaneous**
   Is the primary focus of the app to connect people for the purposes of dating or sexual relationships?

2. **Miscellaneous**
   Does the app permit the public sharing of nudity or graphic violence?

3. **Miscellaneous**
   Is all content that may be inappropriate for young children (i.e., profanity, hate speech, racial slurs, violence, gore and sexuality) proactively blocked or prevented such that the app would be considered child-friendly?

4. **Miscellaneous**
   Does the app share user-provided personal information with third parties?

5. **Miscellaneous**
   Does the app share the user's current physical location to other users?

6. **Miscellaneous**
   Does the app allow users to purchase digital goods?

Consumer Store or Commercial Streaming Service

The primary purpose of the app is to sell physical goods or curate a collection of physical goods, services, or digital content such as professionally produced movies or music, as opposed to user-created music and movies.

Examples include: Netflix, Pandora, iTunes, Amazon, Hulu+, eBay.

1. **Violence**

   Can the app contain violent material? Content that sellers create as part of the app catalog needs to be considered; however, this question does not refer to user generated content (e.g., comments and reviews).

   - Is accessing this material the primary purpose of the app?
   - Can this violent material be visually depicted?
     - o   Can these violent images be gross or gory?
   - Can this violent material be referred to through text or spoken about?

2. **Sexuality**

   Can the app contain sexual material or nudity (except in a natural or scientific setting)? Content that sellers create as part of the app catalog needs to be considered; however, this question does not refer to user generated content (e.g., comments and reviews).

   - Is accessing this material the primary purpose of the app?
   - Can this sexual material be visually depicted?
     - o   Can these sexual images depict nudity?
     - o   Can these sexual images be pornographic?
   - Can this sexual material be referred to through text or spoken about?

3. **Controlled Substance**

   Can the app contain references to or depictions of illegal drugs? Content that sellers create as part of the app catalog needs to be considered; however, this question does not refer to user generated content (e.g., comments and reviews).
   - Is this content the focus of the app?
   - Can this app contain visual depictions of illegal drugs?
   - Can illegal drugs be referred to through text or spoken about?

4. **Language**

   Can the app contain any potentially offensive language? Please note that this does not refer to user generated content.
   - Is this content the focus of the app?
   - Can the app contain mild swearing and/or language that could be considered offensive?
   - Can the app contain discriminatory language?
   - Can the app contain sexual expletives?

5. **Miscellaneous**

   Can users of this app interact or exchange content with other users?

   - Is all content that may be inappropriate for young children (i.e., profanity, hate speech, racial slurs, violence, gore, and sexuality) proactively moderated, filtered, or otherwise restricted?

6. **Miscellaneous**

Does the app share user-provided personal information with third parties?

7. **Miscellaneous**

Does the app share the user's current physical location to other users?

8. **Miscellaneous**

Does the app allow users to purchase digital goods?

Game

The app is a game.

Examples include: Candy Crush Saga, Temple Run, World of Warcraft, Grand Theft Auto, Mario Kart, The Sims, Angry Birds.

1. **Violence**

   Does the game contain inferences of, references to, or depictions of violence? Please note that this question does not refer to user generated content.

   - Violence Against Humans
     - Does the game contain violence or implied violence against humans?
       - In what kind of setting (context, storyline) does the violence occur?
         - Childlike
         - Fantastical
         - Realistic
       - How would you describe the portrayals of violence?
         - Unrealistic
         - Realistic
       - How is this violence presented in the game?
         - Referred to
         - Implied but not seen
         - Rarely depicted from a distant perspective
         - Often depicted from a distant perspective
         - Rarely depicted from a close-up perspective
         - Often depicted from a close-up perspective
       - What is the level of blood and/or gore associated with this violence?
         - None
         - Mild/Limited
         - Moderate
         - High
       - Is any of the violence towards vulnerable or defenseless characters?
         - Yes, with consequences
         - Yes, without consequences
       - Are there any fierce sounds, dark overtones, or other disturbing elements?
       - Is the player rewarded or otherwise stimulated to use the most aggressive, cruel or bloody violent acts available?
   - Violence Against Non-Humans
     - Does the game contain violence against anything other than humans (e.g., animals, fantasy creatures, robots)?
       - In what kind of setting (context, storyline) does the violence occur?
         - Childlike
         - Fantastical
         - Realistic
       - How would you describe the portrayals of violence?
         - Unrealistic
         - Realistic
       - How is this violence presented in the game?
         - Referred to

- Implied but not seen
- Rarely depicted from a distant perspective
- Often depicted from a distant perspective
- Rarely depicted from a close-up perspective
- Often depicted from a close-up perspective

- What is the level of blood and/or gore associated with this violence?
  - None
  - Mild/Limited
  - Moderate
  - High

- Do any of these creatures behave or respond like humans?
- Is any of this violence against real-world animals?
- Are there any fierce sounds, dark overtones, or other disturbing elements?

2. Fear

Does the game contain pictures or sounds likely to be scary or horrifying? Please note that this question does not refer to user generated content.

- How frequently do scary elements occur?
  - Rarely
  - Often
  - Never

- How frequently do horrifying elements occur?
  - Rarely
  - Often
  - Never

3. Sexuality

Does the game contain inferences of, references to, or depictions of sexuality, sexual violence, suggestiveness, provocative attire, or nudity? Please note that this question does not refer to user generated content.

- Does the game contain any sexual activity? This includes both moving and still images of sexual activity.
  - How often do sexual acts occur?
    - Rarely
    - Often
  - What is the duration of these scenes?
    - Brief
    - Prolonged
  - How would you describe the depiction of these scenes? Please check all that apply.
    - Obscured /Innuendo - Sex act is either entirely off-camera or completely blocked from view
    - Shown with no nudity - Characters are depicted in sexual act but no nudity is shown
    - Shown with partial nudity - Breasts, Buttocks
    - Shown with full frontal nudity

- Does the game contain any suggestive/sexual themes or references?
  - How would you describe the suggestive/sexual themes contained in the game? Please check all that apply.
    - Suggestive references and innuendo
    - Overtly sexual situations
    - References to sexual activity without descriptive detail
    - References to sexual activity with descriptive detail
    - Sexual situations involving those who appear to be under 18
- Does the game contain any nudity or provocative outfits?
  - How would you describe this type of content contained in the game? Please check all that apply.
    - Provocative outfits
      - Rarely
      - Often
      - Never
    - Human buttocks
      - Rarely
      - Often
      - Never
    - Nipple-less breasts or breasts with minimal coverage, e.g., pasties, long hair
      - Rarely
      - Often
      - Never
    - Female fantasy creatures' breasts, e.g., harpies
      - Rarely
      - Often
      - Never
    - Female human breasts with nipples
      - Rarely
      - Often
      - Never
    - Genitalia
      - Rarely
      - Often
      - Never
  - Is all of this content in a natural or scientific setting?
  - Is any of this content in an erotic, provocative setting?
  - Does the game depict, in an erotic or unsettling manner, characters that appear to be under the age of 18 naked or partially undressed?
    - Yes, naked
    - Yes, provocative outfits
    - No
- Does the game contain any depictions of or references to sexual violence?
  - Visually depicted
  - Referred to only

4. Gambling

Does the game contain simulations of betting or gambling that is normally played/carried out in casinos, gambling halls, or racetracks? Please note that this question does not refer to user generated content.

5. **Language**

Does the game contain any potentially offensive language? Please note that this question does not refer to user generated content.

- Which of the following potentially offensive words or categories of words are contained in the game? Please check all that apply.
    - Mild swearing and/or language that could be considered offensive
        - Rarely
        - Often
        - Never
    - Discriminatory language (against race, religion, sex, etc...)
        - Rarely
        - Often
        - Never
    - Sexual expletives
        - Rarely
        - Often
        - Never

6. **Controlled Substance**

Does the game contain any reference to or use of drugs, alcohol, or tobacco? Please note that this question does not refer to user generated content.

- Does the game reference or depict illegal drugs?
    - Reference
    - Use
    - Encourages/Glamorizes
    - Detailed Instruction for Use
- Does the game reference or depict medical drugs?
    - Reference
    - Use
    - Encourages/Glamorizes

    - How frequently does this content occur?
        - Rarely
        - Often
- Does the game reference or depict alcohol?
    - Reference
    - Use
    - Encourages/Glamorizes

    - How frequently does this alchohol content occur?
        - Rarely
        - Often
- Does the game reference or depict tobacco?
    - Reference
    - Use

- Encourages/Glamorizes

  o How frequently does this tobacco content occur?
  - Rarely
  - Often

7. **Crude Humor**

   Does the game contain any bodily functions such as belching, flatulence, or vomiting when used for humorous purposes? Please note that this question does not refer to user generated content.
   - What bodily functions are used for humorous purposes in the game? Please check all that apply.
     - Mucus, belching, flatulence sounds
     - Flatulence (with depiction of "flatulence cloud"), whimsical depictions of feces ("poo coils"), vomiting
     - Urination, urine, realistically depicted feces
     - Act of human defecation visually depicted

8. **Miscellaneous**

   Can users of this game interact or exchange content with other users?
   - Is all content that may be inappropriate for young children (i.e., profanity, hate speech, racial slurs, violence, gore, and sexuality) proactively moderated, filtered, or otherwise restricted?

9. **Miscellaneous**

   Does the game share user-provided personal information with third parties?

10. **Miscellaneous**

    Does the game share the user's current physical location to other users?

11. **Miscellaneous**

    Does the game allow users to purchase digital goods?

12. **Miscellaneous**

    Does the game contain any Nazi symbols, references, or propaganda?

13. **Miscellaneous**

    Does the game contain detailed descriptions of techniques that could be used in criminal offenses?

14. **Miscellaneous**

    Does the game advocate committing acts of terrorism?

Entertainment

The app is meant to entertain users, and does not fit into any of the above categories.

Examples include Talking Angela, Face Changer, People Magazine, iKamasutra - Sex Positions, Best Sexual Tips.

Note that this category does not include streaming services. These apps should be categorized as "Consumer Store Commercial Streaming Services".

1. **Gambling**
   Does the app contain simulations of betting or gambling that is normally played/carried out in casinos, gambling halls, or racetracks? Please note that this question does not refer to user generated content.

2. **Miscellaneous**
   Can users of this app interact or exchange content with other users?
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3. **Miscellaneous**
   Does the app share user-provided personal information with third parties?

4. **Miscellaneous**
   Does the app share the user's current physical location to other users?

5. **Miscellaneous**
   Does the app allow users to purchase digital goods?

6. **Miscellaneous**
   Does the app contain any Nazi symbols, references, or propaganda?

7. **Violence**
   Does the app contain inferences of, references to, or depictions of violence? Please note that this question does not refer to user generated content.
   - In what kind of setting (context, storyline) does the violence occur?
     - Childlike
     - Fantastical
     - Realistic
   - How would you describe the portrayals of violence?
     - Unrealistic
     - Realistic
   - How is this violence presented in the game?
     - Referred to
     - Implied but not seen
     - Rarely depicted from a distant perspective
     - Often depicted from a distant perspective
     - Rarely depicted from a close-up perspective
     - Often depicted from a close-up perspective
   - What is the level of blood and/or gore associated with this violence?

- None
- Mild/Limited
- Moderate
- High
  - Is any of the violence towards vulnerable or defenseless characters?
    - Yes, with consequences
    - Yes, without consequences
  - Are there any fierce sounds, dark overtones, or other disturbing elements?
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        - Never
    - Sexual expletives
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        - Never

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    - Act of human defecation visually depicted

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    - Does the game contain any sexual activity? This includes both moving and still images of sexual activity.
        - How often do sexual acts occur?
            - Rarely
            - Often

        - What is the duration of these scenes?
            - Brief
            - Prolonged
        - How would you describe the depiction of these scenes? Please check all that apply.
            - Obscured /Innuendo - Sex act is either entirely off-camera or completely blocked from view

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    - References to sexual activity with descriptive detail
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  - How would you describe this type of content contained in the game? Please check all that apply.
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      - Rarely
      - Often
      - Never
    - Human buttocks
      - Rarely
      - Often
      - Never
    - Nipple-less breasts or breasts with minimal coverage, e.g., pasties, long hair
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    - Female fantasy creatures' breasts, e.g., harpies
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      - Rarely
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    - Genitalia
      - Rarely
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    - Is any of this content in an erotic, provocative setting?
    - Does the game depict, in an erotic or unsettling manner, characters that appear to be under the age of 18 naked or partially undressed?
      - Yes, naked
      - Yes, provocative outfits
      - No

o Does the game contain any depictions of or references to sexual violence?

- Visually depicted
- Referred to only

12. **Controlled Substance**

Does the app contain any reference to or use of drugs, alcohol, or tobacco? Please note that this question does not refer to user generated content.

- Does the game reference or depict illegal drugs?
    - Reference
    - Use
    - Encourages/Glamorizes
    - Detailed Instruction for Use
- Does the game reference or depict medical drugs?
    - Reference
    - Use
    - Encourages/Glamorizes

    o How frequently does this content occur?
    - Rarely
    - Often
- Does the game reference or depict alcohol?
    - Reference
    - Use
    - Encourages/Glamorizes

    o How frequently does this alcohol content occur?
    - Rarely
    - Often
- Does the game reference or depict tobacco?
    - Reference
    - Use
    - Encourages/Glamorizes

    o How frequently does this tobacco content occur?
    - Rarely
    - Often

Utility, Productivity, Communication, or Other

The app is a utility, tool, communication, or productivity app or any other type of app that does not meet criteria for any other categories.

Examples include: Calculator Plus, Flashlight, Evernote, Gmail, Outlook.com, Google Docs, Firefox, Bing, Chrome, Snapchat, and WhatsApp.

1. **Violence**
   Does the app contain violent material? Please note that this question does not refer to user generated content.
   - o   Can this violent material be visually depicted?
   - o   Can these violent images be gross or gory?
   - o   Can this violent material be referred to through text or spoken about?

2. **Sexuality**
   Does the app contain sexual material or nudity (except in a natural or scientific setting)? Please note that this question does not refer to user generated content.
   - o   Can this sexual material be visually depicted?
   - o   Can these sexual images depict nudity?
   - o   Can these sexual images be pornographic?
   - o   Can this sexual material be referred to through text or spoken about?

3. **Language**
   Does the app contain any potentially offensive language? Please note that this does not refer to user generated content.
   - o   Is this content the focus of the app?
   - o   Can the app contain mild swearing and/or language that could be considered offensive?
   - o   Can the app contain discriminatory language?
   - o   Can the app contain sexual expletives?

4. **Miscellaneous**
   Can users of this app interact or exchange content with other users?
   - o   Is all content that may be inappropriate for young children (i.e., profanity, hate speech, racial slurs, violence, gore, and sexuality) proactively moderated, filtered, or otherwise restricted?

5. **Miscellaneous**
   Does the app share user-provided personal information with third parties?

6. **Miscellaneous**
   Does the app share the user's current physical location to other users?

7. **Miscellaneous**
   Does the app allow users to purchase digital goods?

8. **Controlled Substance**
   Does the app contain references to or depictions of illegal drugs? Please note that this question does not refer to user generated content.
   - o   Is this content the focus of the app?
   - o   Can this app contain visual depictions of illegal drugs?

- Can illegal drugs be referred to through text or spoken about?

9. **Miscellaneous**

Is the app a web browser or search engine?

10. **Miscellaneous**

Does the app contain any Nazi symbols, references, or propaganda?