

Apple applies strict laws with VPN ad blocking tools on third-party applications

It seems that Apple is stricter with VPN-based ad blocking applications designed to block ads in case-based, third-party apps between developer Tomasz Koperski and the App Store Review team of Apple.

Koperski is the CTO of Future Mind, the software company that created Adblock, Weblock and Admosphere, three ad blocking applications. When wanting to update Adblock on iOS, this VPN-based ad blocking application has been rejected.

After submitting a request to the App Review Board, Koperski received a response that Apple no longer allowed ad blocking applications based on the original certificate (Root Certificates) or that VPN was available on the App Store and would not approve updates. Existing applications that use this technique. According to Apple, Future Mind's Adblock application violated article 4.2 according to the App Store Review Guidelines, whereby the application must be useful, unique and 'like the application'.

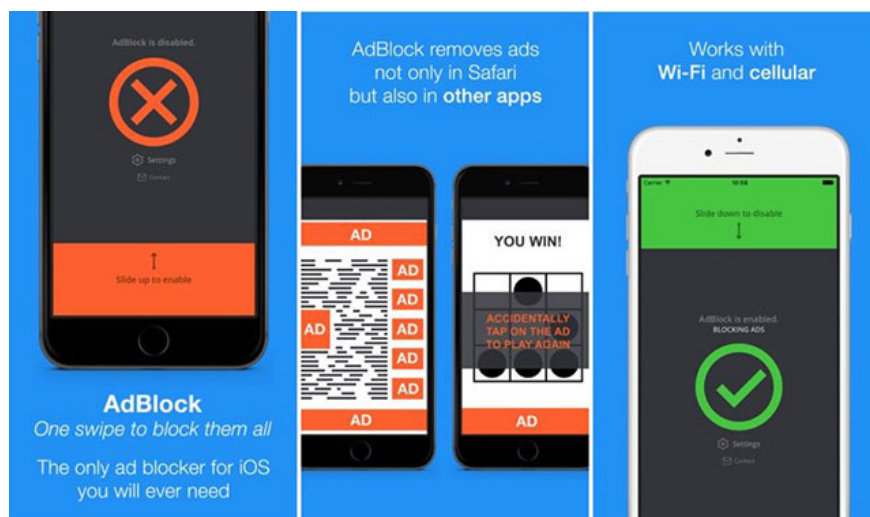
1. An easy way to trick \$ 80,000 a month from App Store and iOS

Specifically, the application violates clause 4.2.1, saying 'Applications need to use API and framework for purpose of use and need to indicate that in application description'. More specifically, Future Mind says that they are denied updates because 'Your application uses VPN or root certificate to block ads or other content in third-party apps, this is not allowed. on the App Store '.

Koperski was told by Apple that the Safari ad blocker introduced from iOS 9 will be the only ad blocking tool Apple supports from now on. Other tools are limited to use on Safari.

After submitting a request to the App Review Board, a member of the Review team calls me directly and announces that Apple has changed the policy regarding the original certificate-based ad blocking / VPN on App tools. Store and not accept application updates anymore, ie directly blocking content in third-party apps. The only tool they officially support is **Safari Content Blockers**.

Koperski said the change marked a significant shift in Apple's advertising block policy, as Future Mind's product has been on the App Store for five years. Adblock, the dazzling application, has been available since 2014 and is one of the VPN-based ad blocking tools that can block ads on all apps with both Wi-Fi and Cellular.



Ad Store blocking tools on the App Store are strictly limited

There are many similar applications on the App Store and some of them have been updated since June. It is unclear why Apple changed its policy after many years, but many applications, including original apps like Apple News, use advertising as a way to make money.

Apple has just done an App Store cleanup, deleted the old copying apps and apps . and perhaps this strictness is also part of it. Since the end of 2015, Apple's marketing leader Phil Schiller has been reviewing the App Store and making significant changes.

AdBlock can be updated if you switch from ad blocking via VPN to Safari Content Blocker, but Future Mind worries whether that will make their customers bother because they are the ones who pay to block ads on. both Safari and on the application. The company has not decided what to do and is considering options, including dropping the application, adding functions to VPN services or switching to blocking tools only on Safari.

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