

Google removes the word 'Free' in in-app purchases

According to information from the European Commission, starting next September, Google will quit using Free (free) for in-app purchases (which is a free download game but within grant purchase options packages).

According to information from the European Commission, starting next September, Google will disregard the "Free" word (free) for in-app purchases (which is a free download but within again offer package options for sale).



There are many games at Google Play and the App Store for free download but perform in-game purchases

According to *PhoneArena* , in addition to removing the "Free" word, *in-app purchases are* also required to require additional payment confirmation before in-game packages, to ensure financial security for user.

The reason for the request, the European Commission said that doing business in the game was a legitimate thing. However, game makers are not misleading users when " *advertising* " their games are free, but doing the business of in-game items.

Currently, Google has agreed with the plan proposed by the European Commission, and will officially adopt this in its Google Play online app market in September. However, it is not clear whether Google will apply this new regulation in Europe alone or globally.

In a similar move, Apple said it would also apply " *Free* " mark removal for games with in-app purchases in its App Store. However, the time when Apple officially adopted it has not been disclosed.

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