Qualification criteria

Apps are assessed against mandatory, functional, accessibility, child-friendly criteria and app digital resilience. If the app does not fulfill the minimum criteria at any level of assessment the evaluation of the app does not proceed to the next level.

Mandatory criteria

Apps must fulfill all of the mandatory criteria.

Attribute	Description
Device availability	App can be operated on devices supporting android or IOS systems.
Data collection	User Consent explicitly requested for collecting data
Data sharing	App does not share Personally Identifiable Information to third parties without explicit user consent.
Data privacy Policy	Data privacy & protection terms and conditions are available online
Data Marketing	Children's data collected by the app is used not used for marketing by 1st, 2nd or 3rd parties
Guest Login	Guest login available to reach beyond a paywall or premium restricted access
Data protection terms	App will provide links to the relevant sections of the privacy policy. These sections will specify the legal or legitimate reasons for collecting the data, the purpose of the collection, the specific data points used in processing, and the length of time the data will be retained.

UNICEF reserve to update the criteria to meet needs as they emerge, and as new standards evolve.

Accessibility Criteria. Approach 2

To ensure apps are accessible and inclusive, they must meet the minimum score for all the attributes referencing the Web Content Accessibility Guidelines (WCAG) 2.1.

Attribute	Description
Accessibility Screen reader	All the design elements of the app allow users to achieve the purpose of the app with help of a screen reading software already available in the operating system.
Multimedia control	The user has the ability to control all multimedia elements of the app i.e. (pause videos, animation, sound)
Touch Target	All interactive buttons meet minimal target size of 44x44px

Functional criteria

Apps are scored against functional criteria, but they do not have to meet all requirements.

Attribute	Description
App Maintenance	App updated in last 6 months
Global accessibility	Digital access available globally
Language availability	App available in multiple languages
Open-Source	Application source code is released, and the copyright holder grants users the rights to use, study, change, and distribute the software to anyone and for any purpose.
Training materials for users	Training manuals and user support documentation exists to help users operate the apps.

UNICEF reserve to update the criteria to meet needs as they emerge, and as new standards evolve.

Connectivity	Type of connectivity required to access the app
Revenue model	Application cost to user- Free, freemium or paid Free app: App is free to download with complete access to all functionality and features. Freemium app- App is free download but are limited in functionality. A user can unlock for more features, functionality through In-app purchases. Paid App: A user needs to pay to download the app with complete access to all functionality and features.

Child friendly requirements

Apps are evaluated for the services provided to reduce or remove risks that endanger child safety.

Attribute	Description
Nonviolent content	App does not contain sexual themes, violence, obscene, or other mature themes not suitable for young audiences under 18
Parental control	App allows parents to restrict usage controls such as placing time-limits on usage or restrict certain content viewable by their children

App Resilience

Apps that collect Personally Identifiable Information (PII) are scored based on personal data protection, information security, and responsible data management, in addition to meeting mandatory criteria.

Attribute	Description
Security and Data risk	App is able to provide to an independent security audit (only relevant where personal data is collected, particularly that of children). Encryption of all remote access (web interface, APIs) is available
Role-based authorization	Role-based authorization exists

Anonymization or pseudonymization data	App anonymizes or pseudonymizes personal data collected, stored or transmitted or analysed
Data breach protocol	A personal data breach protocol to minimize damage from breaches caused by malicious or accidental behavior, human error, or IT malfunctions is available. (only relevant where personal data is collected, particularly that of children)
Access to data	The app allows users to manage their data by requesting access, limiting processing, and restricting third-party sharing in a user-friendly way.
Password policy	The app enforces and guides the user to set strong passwords. Strong password is considered a password that is hard to guess using any try and error tactic.
Data Encryption	Personal data storage is encrypted using current industry-standard encryption techniques.