



## Apple Developer Program

In order to have your App developed and distributed for Apple devices, the business owner must enroll in the Apple Developer Program.

While Apple intended this process to be handled by the business owner directly, TLS is able to assist our merchants with much of the process. At times, however, Apple does require direct telephone communication with the business owner and will not speak to anyone else on the owner's behalf.

### TYPES OF DEVELOPER ACCOUNTS

#### Sole Proprietor Account

Apps are sold in the App Store under the business owner's personal name.

##### Required Items:

1. Picture of business owner's valid driver's license or government-issued photo ID
2. Official document showing proof of ownership\*

##### \*Proof of Ownership Documentation

Apple does not specify which types of documents will be accepted. Your TLS Coach can assist in choosing an appropriate document based upon experience but cannot make any guarantee as to what Apple will or will not accept.

#### Business Entity Account

Apps are sold in the App Store under the business entity's legal name

##### Required Items:

1. Picture of business owner's valid driver's license or government-issued photo ID
2. Official document showing proof of ownership\*
3. Legal business entity name exactly as it appears on file with Dun & Bradstreet (D&B)
4. Active DUNS Number (for multi-location business, DUNS information is only needed for one of the locations)
5. Active website URL
6. Headquarters phone number
7. Company email address using your company domain (Ex. info@yourcompanyname.com - free email service providers such as Yahoo, Gmail, etc. will NOT be accepted)

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#### What if I don't have a website?

If you do not have an active website and don't plan to get one, you will not be able to secure a Business Entity Account and will have to establish a Sole Proprietor Account. Per Apple, there are NO exceptions.

#### What if I don't have a company email address?

If you do not have a company email address using your company/website domain, you can either acquire one through your domain provider, or you will have to establish a Sole Proprietor Account. Per Apple, there are NO exceptions.

## DUN & BRADSTREET (D&B) LISTINGS/DUNS NUMBERS

### What is a DUNS Number?

The Data Universal Numbering System, abbreviated DUNS or D-U-N-S, is a proprietary system developed and regulated by Dun & Bradstreet that assigns a unique numeric identifier, referred to as a “DUNS Number” to a single business entity.

### Where can I find my DUNS Number?

Legal entity listings and their associated DUNS Numbers can be found here:

<https://www.dnb.com/duns-number/lookup.html>

### What do you mean by “active” DUNS Number?

While your listing may exist on the D&B website, it does not mean your listing is active. Some businesses were assigned a number but never followed through with the verification process. In those cases, Apple will reject the DUNS information we provide them, and you will have to contact D&B to resolve.

### What if I don't see my business listed?

If you are unable to find your listing, you will need to contact D&B to have one created by following this link: <https://www.dnb.com/duns-number/get-a-duns.html>. Select as your reason for request: “I have a U.S. based business.” (Do NOT select that you are an Apple Developer).

### D&B will then give you two options:

- 1. Have your listing in one week (additional fees to D&B)**
- 2. Have your listing in 30 days (free)**

NOTE: TLS is unable to assist in the creation or management of D&B business listings.

*PLEASE NOTE that the information provided in this document regarding processes, requirements and guidelines comes directly from Apple and can change at any given time, without notice. In those instances, TLS does all we can to quickly adapt and continue to assist our merchants to the best of our ability. There is no expected or designated amount of time that this process can take to complete.*