Enrolling in the Apple Developer program

Due to recent revisions in Apple's release guidelines, there are a new set of requirements that must be met before your branded mobile app can be published to the App Store. These requirements are issued directly by Apple and apply to all businesses and developers who wish to operate on the App Store—including your business and FitMetrix. As a result of these changes, FitMetrix can no longer publish the branded mobile app on your behalf, and you will need to enroll in the Apple Developer program.

If this is the first time you've read this information, please click here to see our full requirements checklist.

The requirements include:

1. Setting up a business website
2. Setting up a business email address
3. Registering your business as a legal entity
4. Finding your D-U-N-S® number
5. Creating an Apple ID for your business

If you've completed all of those requirements, then you're ready to enroll in the Apple Developer program.

Apple Developer Program Enrollment

Go to the Apple Developer Program website to start the enrollment process, then follow the steps below.

1. Click Start Your Enrollment at the bottom of the screen.

2. Create an Apple ID specifically for your business.

For more information, refer to Create an Apple ID for your business.
3. Read and agree to the Apple Developer Agreement. Click **Submit**.

4. Select **Join the Apple Developer Program** on the Welcome page, then click **Enroll** on the next page.

5. On the next screen, select **Company/Organization** in the Entity Type dropdown menu, and click **Continue**.

   *Note: FitMetrix is only be able to work with the Company/Organization entity type. Do not select any other type.*

6. Confirm that you have the authority to sign legal agreements on behalf of your organization.

   - **I am the owner/founder and have the authority to bind my organization to legal agreements:** Apple will call the phone number you provide in the "Headquarters Phone Number" field in Step 7 to verify enrollment. Enter your work email address.
• **My organization has given me the authority to bind it to legal agreements:** Apple will call a senior employee at your organization to verify enrollment. Enter the employee’s contact information in the "Verification Contact" section.

7. In the Organization Information section, enter the following information:

   • **Legal Entity Name:** Your company name, including the entity type (Inc., Corp., LLC, Ltd. Co., etc.).
   • **D-U-N-S® Number:** Your business’s unique nine-digit Data Universal Number System number.
   • **Website:** Your company website.
• **Headquarters Phone Number:** The phone number where Apple can reach you to verify your enrollment.
• **Tax ID/National ID:** Your business's Tax ID. This is optional.

8. Click **Continue**.

9. Look over your enrollment details on the next screen. If everything is correct, click **Submit**.

**What happens next**

Within two weeks, Apple will call the number you provided to verify your enrollment—please make sure to notify the person who is going to answer the call. You'll then receive a confirmation email at your Apple ID email address with an enclosed link that you must use to confirm and pay for your developer membership.

Once your membership is approved and paid for, you must contact FitMetrix for an invitation email. You'll need to add FitMetrix to your developer account in order to grant us publishing access.

[Click here for full instructions on paying for your membership and adding FitMetrix to your developer account.](#)
Branded Mobile App Launch Requirements

Launching your branded mobile app is a collaborative process. That's why our team needs your input when creating the app: We need your images, your color choices, your thoughts, and your designs. We simply can't develop a custom mobile app—and tailor it to the unique needs of your business—without you.

But our work doesn't end with the app design.

In accordance with Apple's updated release guidelines, there are other requirements that must be met before we can get the app in your customers' hands. Your business must register as an Apple Developer, and then invite FitMetrix to the account as your publishing partner. (None of these steps are required for the Android version of the branded mobile app.)

To guide you through this process, we've formatted the following article in the form of a checklist. We recommend progressing through each step in order, marking each one "complete" as you go.

And don't worry—you'll only need to complete these steps a single time. Once every requirement is met, and you've successfully joined FitMetrix to your Developer account, we'll take over the responsibility of launching, updating, and maintaining your branded mobile app.

Still have questions? Check out our Branded mobile app launch requirements FAQ for additional details.

Contents

- Set up a business email address
- Set up a business website
- Register your business as a legal entity
- Find your D-U-N-S® number
- Looking up your existing D-U-N-S number
- Requesting a new D-U-N-S number
- Create an Apple ID for your business
- Register with the Apple Developer Program
- Confirm and pay for your developer account
- Invite FitMetrix to your app account
- Additional help

Launch requirements overview

The following requirements are mandated by Apple and apply to every business that operates within the App Store. In other words, these are not exclusive to apps developed by FitMetrix—everyone publishing to the App Store must abide by these rules.

The good news? It's possible that your business already meets many of these standards.

If you have a custom email address and your own website, for example, then you've already completed the first two steps. And if your business is registered as a legal entity, such as a legal liability company (LLC), then it's possible you already have a D-U-N-S® number as well.
Set up a business email address

You'll need a custom email address with your own domain name (e.g., owner@yourcompany.com) in order to sign up for an Apple Developer account; Apple won't accept personal email addresses created through free online services such as Gmail or Outlook.

✅ owner@yourcompany.com

❌ owner@gmail.com

If you have your own website, then a custom email address may already be included as part of your website hosting plan. If this isn't the case, you can still purchase a custom address for your organization, but you'll need to use Gmail for business or a similar service.

Set up a business website

Your business must have a publicly-available website, and the domain name must be associated with your organization. In other words, you'll need a website hosted outside of social media, such as Facebook, where clients can go to find your business.

Register your business as a legal entity

Your business must register as a corporation, LLC, or other type of legal entity (e.g., GmbH, AG, KG) to enroll in the Apple Developer Program—Apple won't permit sole proprietorships to launch apps through this program. Moreover, Apple does not permit the use of DBAs, fictitious business names, trade names, or branch names.

We know registering as a legal entity is no small task, but due to the sensitive legal nature of these agreements, FitMetrix representatives won't be able to assist with this step. Local laws, and the resulting tax implications, can vary significantly depending on where your business is located. For this reason, we strongly recommend reaching out to a qualified legal adviser to discuss the registration requirements in your area.

Find your D-U-N-S® number

The Data Universal Numbering System (D-U-N-S) number is a unique identifier used to verify your business's identity and legal status—essentially, it shows Apple that your business is legitimate and should be permitted to publish on their platform. These numbers are automatically issued by a company called Dun & Bradstreet to eligible businesses; if you've registered as a legal entity in the past, then it's possible a D-U-N-S number has already been assigned to you.

You probably won't know your D-U-N-S number, or even if your business has one, and that's okay—they're free to acquire and take mere minutes to look up through the Dun & Bradstreet website.
Looking up your existing D-U-N-S number

Even if you've never heard of Dun & Bradstreet, you should check to see if a D-U-N-S number has been pre-assigned to your business.

Here's what to do:

1. Visit the [D-U-N-S Number Lookup website](#).
2. Select **My Company** in the search box.
3. Enter your business name and location, then click **Search**.

   *Note: If you didn't find your business, try searching by phone number instead.*

4. Find your business, then click **Email D-U-N-S® Number** on the right-hand side.
5. Enter your name and email address, then click **Submit**.
6. Now check your email for a message from Dun & Bradstreet—it should arrive within a few minutes.

Requesting a new D-U-N-S number

If you couldn't find your D-U-N-S number, and you've completed all the prior steps in this article, then you'll need to register your business with Dun & Bradstreet. [Click here to visit the D-U-N-S registration website and get started](#).

Dun & Bradstreet also provides separate registration websites for businesses located outside the U.S.—[click here](#) to find the appropriate website for your country.

Here's what you should know about requesting a D-U-N-S number:

- Registration is free.

- After requesting a number, it may take up to five days to receive it from Dun & Bradstreet.

  *Note: If you've waited five days, and haven't received a reply, please contact Dun & Bradstreet at (800) 234-3867 to check on the status of your request.*

- Once your number is received, it may take an additional two days for Apple to receive your registration information.

Given this timeline, we recommend allotting at least one week between requesting a D-U-N-S number and registering with Apple. Because we are relying on both Dun & Bradstreet and Apple to complete this process in a prompt manner, FitMetrix will be unable to assist you during this time.
Create an Apple ID for your business

When enrolling in the Apple Developer program, you should create an Apple ID specifically for your business, separate from your personal Apple ID. Apple will use the linked email address to communicate updates about your app and bill your annual $99 registration fee.

For these same reasons, you may want to register your Apple ID using a private email address rather than a general address that is shared among several employees—owner@yourbusiness.com rather than info@yourbusiness.com, for example.

If you’ve previously created an Apple ID for your business—to download the Class Check-in app or play music in your studio, for example—then you can use the same ID with the Developer program.

To create a new Apple ID, follow these steps:

1. Go to the Create Your Apple ID page.
2. Fill out the form using your company email address and complete all required security questions.
   
   **Note:** Apple will use this address to communicate updates concerning your app registration.
3. Apple will send a six-digit verification code after filling out the form. You will need to enter this code to complete registration.
4. Log in to an Apple device using the newly created Apple ID to complete two-factor authorization.

   **Two-Factor Authorization**

   **Using an iPhone**

   1. Login to an iPhone using your new company Apple ID.
      
      **Note:** Verify you log out of your personal or any other Apple IDs associated with the device. It is recommended to use a device other than a personal device as you may lose personal data.
2. After logging in, access the Settings app and tap the new Apple ID that displays at the top.
3. Tap the **Password & Security** option.
4. Tap the **Two-Factor Authorization** option to turn the option on.
   A message displays, indicating the mobile number must be paired to your account.
5. Now that the two-factor authentication is turned on, it will ask you to pair the mobile number to your account for verification
   
   You should receive an email indicating the two-factor authentication is enabled.
Using a MAC

1. Access your System Preferences by selecting Apple > System Preferences.

2. Click the Users & Groups button.

3. Click the (Lock) button, enter your password, and click the Unlock button to unlock Users & Groups preferences.

4. In the Login Options section, click the + (Add User) button to add yourself as a new user.

   The New User window displays.

5. Enter the appropriate information in the fields on the New User window and click the Create User button.

6. Log out by selecting Apple > Log Out [Name] and log back in as the newly created user.

7. Access the System Preferences window by selecting Apple > System Preferences.

8. Access the iCloud window by clicking iCloud button.

   A request for two-factor authorization displays at the top of the list.

9. Click the Continue button corresponding to the two-factor authorization option.

10. Complete the steps that display on the Two-Factor Authorization window.

   Once these steps are completed, you should receive an email indicating two-factor authorization is enabled.

11. Log into developer.apple.com and complete the Apple Developer Program Enrollment.

Apple support

As this is a process that takes place entirely within Apple's ecosystem, our Support team is limited in the help they can provide. If you encounter trouble with your Apple ID, we recommend using these resources:

- Click here if you can't remember the email address or password for your Apple ID.
- Click here if you need assistance setting up or managing your Apple ID.
- Click here to contact Apple Support—you'll need to log in and select the Apple ID tile.
Register with the Apple Developer Program

If you've completed all the prior steps in this article, then you're ready to enroll in the Apple Developer Program. We recommend writing down, or copying into a separate file, all of the information that you'll need to complete your enrollment.

To recap, here's what's required:

- Your business website URL
- The business email address you'll use to communicate with Apple
- Your D-U-N-S number (this verifies your status as a legal entity)
- The login information for your business's Apple ID

[Click here when you're ready to enroll in the Apple Developer program.]

Confirm and pay for your developer account

After submitting your application, Apple will contact you within two weeks to verify enrollment. You'll then receive a confirmation email at your Apple ID email address with an enclosed link that you must use to confirm and pay for your developer membership.

When you receive the confirmation email, complete these steps:

1. Click the link enclosed in your email.
2. Log in to the App Store with your Apple ID.
3. Accept the terms and conditions and click Continue.
4. After confirming your info, check the Automatic Renewal option to enroll in a yearly renewal and proceed.
5. Pay for the enrollment.

You'll have enrolled successfully in the Apple Developer Program once you see the "Thank you" screen. You'll receive a welcome email and a payment confirmation email from Apple soon after.
Invite FitMetrix to your app account

Lastly, you must invite FitMetrix to manage your accounts through both the Apple Developer website and App Store Connect. This grants us permission to publish the branded mobile app on your behalf.

This is a three-step process:

1. Contact your Technical Account Manager or Onboarding Specialist to request an invitation email. In our response, we'll provide you with a unique email address.

2. Log in to your Apple Developer account and add the email address provided by your Technical Account Manager or Onboarding Specialist to your account.

3. Log in to App Store Connect and add the email address provided by your Technical Account Manager or Onboarding Specialist as an admin user.

Please click here to access our step-by-step article on completing this process.

A special note for existing branded mobile app subscribers
If you're an existing branded mobile app subscriber—that is, your app has already launched and been delivered to customers—then you'll need to complete an app transfer request. This is the final step that moves your app from the FitMetrix developer account to your newly created Apple account.

Click here to access our full step-by-step article on inviting FitMetrix to your Developer account—the transfer request part is included at the very bottom.

Additional help

It's important to understand that this policy is not implemented by FitMetrix—these steps are dictated by Apple and apply to every business that operates on the app store. Our goal is to make this process as straightforward and painless as possible for you and your business.

Unfortunately, completion of these steps are dependent on third-party companies and products that operate beyond our control. For this reason, we ask that you use the following resources:

- **Dun & Bradstreet Customer Support**: For questions concerning D-U-N-S lookup, registration, and related questions.

- **Apple Customer Support**: For questions concerning your Apple ID, account information, or registering with the Developer program.
Inviting FitMetrix to your Apple Developer account

Due to recent revisions in Apple's release guidelines, there are a new set of requirements that must be met before your branded mobile app can be published to the App Store. As a result of these changes, FitMetrix can no longer publish the branded mobile app on your behalf, and you will need to enroll in the Apple Developer program and invite us an "admin" to your developer account. If this is the first time you've read this information, please click here to see our full requirements checklist.

This article contains the final series of steps necessary to launch your branded mobile app: inviting FitMetrix to your Apple Developer account and adding us to App Store Connect. If you're an existing branded mobile app subscriber, and are simply completing this process to maintain your current app, then you'll also need to accept an app transfer request as well.

Contents

- Step 1: Contact us
- Step 2: Add FitMetrix to your Apple Developer account
- Step 3: Add FitMetrix to App Store Connect
- Step 4: Accept the app transfer request (for existing apps only)

Step 1: Contact us

Please contact your Technical Account Manager or Onboarding Specialist to request an invitation email before advancing any further. In our response, we'll provide you with a unique email address which must be added to your Developer account in the steps that follow.

Once you've received your personal email address from FitMetrix, you can proceed with the remainder of this article.

Step 2: Add FitMetrix to your Apple Developer account

After you've contacted us and received your invite email, follow these steps:

1. Go to the Apple Developer Program website.
2. Click Account at the top right, then log in using your business's Apple ID.
3. Go to Account > People > Invite People.
4. In the "Invite as Admins" field, enter the email address provided to you by FitMetrix.
5. Click **Invite**.

At this point, you're done working with your Developer account. Next, you'll add us to your App Store Connect account.

**Step 3: Add FitMetrix to App Store Connect**

App Store Connect is the front-end portal that app publishers use to manage App Store content. If you're unfamiliar with App Store Connect, that's okay—there's no additional signup required, and we'll take care of the app management for you.

Follow these steps to invite FitMetrix to App Store Connect:

1. Log in to [App Store Connect](https://appstoreconnect.apple.com) with your business's Apple ID and password.

2. Select **Users and Roles**.

3. At the top left, click the + button next to "Users."
4. You're now on the "Add App Store Connect User" page. Enter the following details, then click Next.

- **First name**: FitMetrix
- **Last name**: Inc.
- **Email**: Use the email address provided to you by FitMetrix

5. On this page, select **Admin** as the user role. Click Next.

6. You will now select app notifications for this role. Choose the following, then click Save.

- **Agreements**: All Territories
- **Payments**: All Territories
- **Financial Reports**: All Territories
- **App Status Reports**: No Territories
- **Developer Response**: No
- **App Analytics Weekly Email Summary**: This is optional—choose any setting you prefer.

After the invitation is sent, our team will accept the invite within a few days. If you're a new branded mobile app customer, you’ve completed all necessary steps and your launch process is complete.

Existing businesses who have previously launched a branded mobile app should continue to the final step.
**Step 4: Accept the app transfer request (for existing apps only)**

Within a few days of adding us to your Apple accounts, you'll receive an email from the App Store notifying you of the transfer request. This is only necessary for existing branded mobile apps: these are the apps that FitMetrix has previously launched on our Developer account, and are now being be moved to your newly created Apple account.

Here's how to start:

1. **Click on the App Store Connect link in the email.**
2. **Enter your Apple ID, then click Sign In.**
3. **To review the transfer agreement terms, click on the link in the banner near the top of your screen.**
4. Scroll to Transfer Agreements and click **Review** in the Contracts in Process section. (Ignore the Request Contracts section at the top.)

![Image of Agreements, Tax, and Banking section](image)

5. You'll now be asked to provide contact information for your app. This section contains a combination of your own contact info and information provided by FitMetrix. Complete the form as follows.

- **New App Metadata**
  - **Support URL**: Your business's Contact Us/Help page
  - **Marketing URL**: Your business’s general website URL
  - **Privacy Policy URL**: [https://www.fitmetrix.io/home/ourprivacy](https://www.fitmetrix.io/home/ourprivacy)

- **App Review Contact Information** (FitMetrix will handle reviews for your app)
  - **First Name**: BMA
  - **Last Name**: App Review
  - **Email Address**: support@fitmetrix.io or contact your FitMetrix CSM
  - **Phone Number**: +1 800 998 3776
6. Read the agreement terms and place a check mark in the box beside "I have read and agree to the terms presented above."

7. Click **Accept** at the bottom.

After clicking Accept, it will take roughly 24 hours for the app to appear in your Apple Developer account. This will not affect your clients' ability to download or use the app, but there may be approximately a two-hour window where push notifications cannot be sent or received—we recommend waiting a day or so after completing this process to resume sending notifications.
Branded mobile app launch requirements FAQ

Contents

- Why am I required to enroll as an Apple developer to have a branded mobile app?
- What is a "white label" app?
- Do I still have to complete these requirements if I find a different app developer?
- Will there be any difference or lag in the app while I'm working on this? Will clients notice a change?
- I have multiple locations. Do I need a developer account for each one?
- How long does it take to get a DUNS number?
- Do I have to create a new Apple ID?
- Who do I contact for help?
- What is the cost?

Why am I required to enroll as an Apple developer to launch a branded mobile app?

This is part of a larger effort by Apple to crack down on "white label" apps that are produced using a templated model—*you may have heard about it in the news recently*.

In keeping with Apple's revised app guidelines, FitMetrix can no longer directly publish to the App Store using our developer account. Instead, you'll need to establish and maintain your own account with Apple, and then invite us an admin user, thereby granting us permission to publish the app on your behalf.


What is a "white label" app?

This is a term applied to any app that is built from a standard design.

As you might imagine, building and designing an app from the ground up is a complicated—and for most businesses, prohibitively expensive—process. By using a universal template, app developers like FitMetrix can start with a base design, and then customize the app model with unique images, colors, and backgrounds according to the needs of each client.

This allows us to provide apps to a far wider range of businesses than would otherwise be possible—including many businesses who simply don't have the resources to develop an in-house app of their own.

Do I still have to complete these requirements if I find a different app developer?

Yes, these are universal rules issued directly by Apple that apply to all businesses and developers who wish to operate on the App Store.

Will there be any difference or lag in the app while I'm working on this? Will clients notice a change?

No, clients should not notice any changes at this time.
I have multiple locations. Do I need a developer account for each one?

No, you'll only need a single developer account—whether you're a single business, multi-location business, or a franchise. Each location can be added to the same app.

How long does it take to get a DUNS number?

If you've registered as a legal entity in the past, then it's possible a D-U-N-S number has already been assigned to you. The number is free to acquire and takes mere minutes to look up through the Dun & Bradstreet website.

If you couldn't find your D-U-N-S number, and you've completed all the prior steps in this article, then you'll need to register your business with Dun & Bradstreet. Click here to visit the D-U-N-S registration website and get started.

- After requesting a number, it may take up to five days to receive it from Dun & Bradstreet.

  **Note:** *If you've waited five days, and haven't received a reply, please contact Dun & Bradstreet at (800) 234-3867 to check on the status of your request.*

- Once your number is received, it may take an additional two days for Apple to receive your registration information.

Given this timeline, we recommend allotting at least one week between requesting a D-U-N-S number and registering with Apple. Because we are relying on both Dun & Bradstreet and Apple to complete this process in a prompt manner, FitMetrix will be unable to assist you during this time.

Do I have to create a new Apple ID?

If you do not have a business account, one must be created. Click here for information on creating a new one.

Who do I contact for help?

- **Dun & Bradstreet Customer Support:** For questions concerning D-U-N-S lookup, registration, and related questions.

- **Apple Customer Support:** For questions concerning your Apple ID, account information, or registering with the Developer program.

What is the cost?

Apple charges an annual $99 USD fee to maintain your developer account. For clients outside the United States, this fee will vary by location and local currency.