



How to... set up BlackBerry® App World™ Content Rating Controls

BlackBerry® App World™ is the official store for BlackBerry® users to browse, download and update third party applications (apps), such as games and ringtones.

Each item in the BlackBerry® App World™ storefront is assigned a rating based on the audience that it is intended for.

You can filter what content you see in BlackBerry® App World™ and lock your settings using a four-digit password. Please refer to the boxout on the next page for the Content Ratings descriptions.



Step 1

Set Content Ratings controls

- On the home screen or in a folder, click the App World™ icon.
- Click 'My Account', then 'Content Controls'.
- Choose the type of content you want to see.



Step 2

Lock the settings

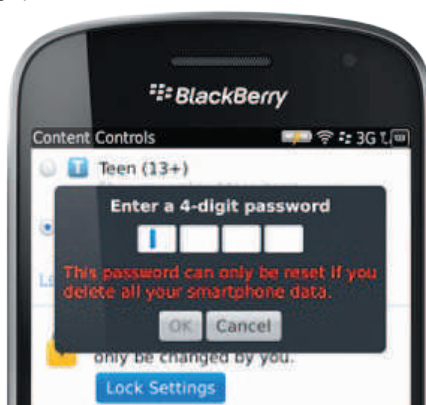
- Click 'Lock Settings'.
- Enter your four-digit password. Click 'OK'.
- Press the Menu key, then click 'Save'.



Step 3

Change any of the settings

- Click 'My Account', then 'Content Controls'. Then select 'Unlock'.
- Type your four-digit password. Click 'OK'.
- Then follow the process previously outlined in Steps 1c, 2a, 2b and 2c.



Descriptions of Content Ratings

Applications (Apps) distributed through BlackBerry® App World™ will be rated using the following criteria:



General is intended for all audiences and will include:

- No violence
- No sexual content, situations and/or themes
- No profanity and/or crude humour
- No drug and/or alcohol reference
- No simulated gambling
- No user-generated content
- No social networking integration



Teen 13+ is intended for teen audiences and might include:

- Mild or infrequent cartoon, fantasy and/or realistic violence
- Mild or infrequent sexual content, situations and/or themes
- Mild or infrequent profanity and/or crude humour
- Mild or infrequent references to drugs and/or alcohol
- Simulated gambling
- User-generated content
- Social networking integration



Mature 17+ is intended for mature audiences and might include:

- Intense or frequent graphic cartoon and/or realistic violence
- Intense or frequent sexual content, situations and/or themes without nudity
- Intense or frequent profanity and/or crude humour
- Intense or frequent references to drugs and/or alcohol



Adult 18+ is intended for adult audiences and might include:

- Extreme depictions of graphic violence, appropriate only for or legally restricted to persons of the age of majority
- Explicit references to drugs or alcohol, appropriate only for or legally restricted to persons of the age of majority
- Gambling, appropriate only for or legally restricted to persons of the age of majority

Please note that BlackBerry® will not accept apps with graphic sexual content, nudity or hate speech.