



Alex Kornel <kornell.alex@gmail.com>

Chrome Web Store: Removal notification for Newsprompt: Breaking News Summary

8 messages

chromewebstore-dev-support@google.com <chromewebstore-dev-support@google.com>
To: kornell.alex@gmail.com
Cc: chromewebstore-dev-support@google.com

Mon, Apr 18, 2016 at 9:54 AM

Dear Developer,

We routinely review items in the Chrome Web Store for compliance with our [Program policies](#) to ensure a safe and trusted experience for our users. Your item "Newsprompt: Breaking News Summary" gcajgpbafhkbkdpbaaipjoiajnangjhp is being taken down as it currently does not comply with the Extensions Quality Guidelines. These guidelines state that an extension should have a single, narrow purpose limited to (1) a narrow focus area or subject matter (for example, news headlines, "weather", "comparison shopping") or (2) a narrow browser function (for example, "new tab page", "tab management", or "browser history"). A common violation is to have an extension that injects ads as well as provides a toolbar all in a single extension.

To have your item reinstated, please ensure:

- The purpose of the extension is clear to users; and
- The extension either limits its functionality to a narrow focus area of subject matter or to a narrow browser function.

To serve multiple purposes with your extensions, please package each purpose as a separate extension.

Once your item complies with Chrome Web Store policies, you may request re-publication in your developer dashboard. Your item will be manually reviewed for policy compliance which typically takes a few business days, prior to re-publication. If you have any questions about this item's removal, you may reply to this email and the Chrome Web Store developer support team will follow up with you.

Important Note

Repeated or egregious policy violations in the Chrome Web Store may result in your developer account being suspended. This may also result in the suspension of related Google services associated with your Google account.

Thank you for your cooperation,

Google Chrome Web Store team

Developer Terms of Service: <https://developers.google.com/chrome/web-store/terms>

Program Policies: https://developers.google.com/chrome/web-store/program_policies

Branding Guidelines: <https://developers.google.com/chrome/web-store/branding>

Alex Kornel <kornell.alex@gmail.com>
To: chromewebstore-dev-support@google.com

Mon, Apr 18, 2016 at 3:32 PM

Hi,

Our extension has a single clear objective of showing personalized breaking news in new tab for our users. To accomplish this, we do the following

- Capture the user's browsing activity to be used to find the categories, topics and websites that he is interested in. (In the extension)
 - We clearly state that we do this in both the extension description as well as our privacy policy
- Our servers find the biggest news and trending stories from around the web. (Backend servers only)
- Show a mix of both to our users on the new tab page (Extension).

We have been working on this for over 6 months and have a high quality product with a single well defined objective - " To show personalized breaking news in the new tab" . Could you please guide us and could you specifically let us know what you mean when you say, " an extension should have a single, narrow purpose". It is really heartbreaking to see months of our hard work being pulled down without any warning or understandable explanation Even more so when our extension was just starting to get traction - 25 reviews all 5 star. Please help.

Regards,
Alex Kornell

[Quoted text hidden]

chromewebstore-dev-support@google.com <chromewebstore-dev-support@google.com>

Tue, Apr 19, 2016 at 8:35 AM

To: Alex Kornel <kornell.alex@gmail.com>

Dear Developer,

Your Google Chrome item, "Newsprompt: Breaking News Summary", with ID: gcajgpbfahkbkdpbaaipjoiajnangjhp did not comply with our policies and was removed from the Google Chrome Web Store.

Your item did not comply with the following section of our policy:

An extension should have a single purpose that is clear to users. Do not create an extension that requires users to accept bundles of unrelated functionality, such as an email notifier and a news headline aggregator. If two pieces of functionality are clearly separate, they should be put into two different extensions, and users should have the ability to install and uninstall them separately. For example, functionality that displays product ratings and reviews, but also **injects ads into web pages, should not be bundled into a single extension**. Similarly, toolbars that provide a broad array of functionality or entry points into services are better delivered as separate extensions, so that users can select the services they want.

For more information on the new Chrome extensions quality policy, please refer to the FAQ:

https://developer.chrome.com/extensions/single_purpose

If you'd like to re-submit your item, please make the appropriate changes to the item so that it complies with our policies, then re-publish it in your developer dashboard. Please reply to this email for issues regarding this item removal.

*Please keep in mind that your re-submitted item will not be immediately published live in the store. All re-submitted items undergo a strict compliance review and will be re-published if the item passes review.

*Important Note

Repeated or egregious violations in the store may result in your developer account being banned from the store. This may also result in the suspension of related Google services associated with your Google account. All re-submitted items will continue to be subject to Chrome Web Store policies and terms of service.

Thanks,
Google Chrome Web Store team

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Alex Kornel <kornell.alex@gmail.com>
To: chromewebstore-dev-support@google.com

Tue, Apr 19, 2016 at 10:28 AM

Hi,

Our extension has a single well defined purpose, i.e to show personalized news stories to our users in the new tab. We've gone through all aspects of our product and the policy you have mentioned and have been unable to come up with what multiple purposes could you be referring to. Could you please be kind enough to mention what are the specific "multiple purposes" you think our extension has and we could act to fix accordingly.

Sorry for being persistent but we really cant see any other way forward.

Regards,
Alex Kornel

[Quoted text hidden]

chromewebstore-dev-support@google.com <chromewebstore-dev-support@google.com>
To: Alex Kornel <kornell.alex@gmail.com>

Tue, Apr 19, 2016 at 5:05 PM

Dear Developer,

We have reviewed your item and it does not comply with our program policies. Please re-review this section of our policy:

https://developer.chrome.com/webstore/program_policies#extensions

If you'd like to re-submit your item, please make the appropriate changes to the item so that it complies with our policies, then re-publish it in your developer dashboard. Please reply to this email for issues regarding this item removal.

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Alex Kornel <kornell.alex@gmail.com>
To: chromewebstore-policy@google.com

Tue, Apr 19, 2016 at 6:02 PM

Hi,

Our chrome extension Newsprompt: Personalized Breaking News(id: gcajgpbafhkbkdpbaaipjoiajnangjhp) was taken down on Saturday April 16th stating that it did not have a single narrow purpose.

Single purpose of Newsprompt

Delivering personalized breaking news and stories to the user's new tab. We do so by

- Capturing the user's browsing activity to be used to find the categories, topics and websites that he is interested in. (In the extension)
 - We clearly state that we do this in both the extension description as well as our privacy policy
 - Our servers find the biggest news and trending stories from around the web. (Backend servers only)
 - Show a mix of both to our users on the new tab page (Extension).

Actions post 16th April

We have kept reducing functionality for our extension like removing the search bar within the new tab, removing the action to open the new tab on the click of the browser action button, stopping sending active tab information periodically to our server, making sure that the description and privacy policy for the extension accurately describes our extension and others but without knowing what actually constituted the multiple purpose violation. Each time the update to the extension has been rejected. Could you please be kind enough to tell us specifically what part of the extension is considered as having multiple functionalities so that we can take suitable remedial action.

We have been working on this for over 6 months and have a high quality product. It is really heartbreaking to see months of our hard work being pulled down without any warning or understandable explanation Even more so when our extension was just starting to get traction - 25 reviews all 5 star. Please help.

Regards,
Alex Kornell

[Quoted text hidden]

chromewebstore-policy@google.com <chromewebstore-policy@google.com>
To: Alex Kornel <kornell.alex@gmail.com>

Fri, Apr 22, 2016 at 12:19 PM

Dear Developer,

Your Google Chrome item, "Newsprompt: Personalized Breaking News", with ID: gcajgpbafhkbkdpbaaipjoiajnangjhp did not comply with our policies and was removed from the Google Chrome Web Store.

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Thanks,
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Alex Kornel <kornell.alex@gmail.com>
To: chromewebstore-policy@google.com

Fri, Apr 22, 2016 at 5:37 PM

Hi,

Unless it is specified that these set of X things cannot be done together, any app no matter how small can be broken into multiple components and said to have multiple functionalities. eg. an app that shows current temperature can be said to have 3 different functions - show temperature number, show temperature unit and show the minimal design behind them. Similarly any 2 disconnected functionalities can be combined into a single purpose - "to enhance the user's experience".

What are the 2 things that I cant do together??? It's a very simple ask from me.

Please do not paste the policy again as a reply to this!!!

Regards,
Alex Kornel

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