



Verifying your Play Console developer account for **organizations**

October 2024

In July 2023, [we announced a policy update](#) which requires all developers on Google Play to complete a verification process.

Our experience verifying developers has shown us that organizations face unique challenges. **That's why we've developed this comprehensive guide tailored to their needs.**

Before you start the verification process, make sure you have the following information ready

- ✓ Your **legal name and address**.
- ✓ Your organization's **D-U-N-S number**.
- ✓ **A private email address and phone number** for Google to contact your organization. This will be verified using a one-time password.
- ✓ **An email address and phone number that will be shown on Google Play** as part of your public developer profile. This will be verified using a one-time password. This is different to the app support email you can provide for each of your apps.

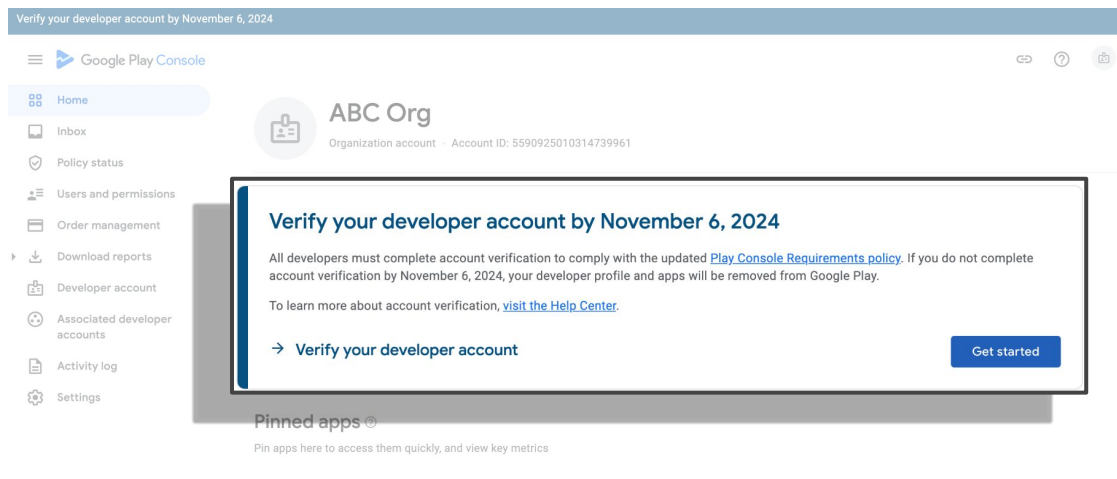
If you need more time to prepare this information, you can **apply for an extension** in Play Console.

Step 1:

Start the verification process

You can begin verifying your developer account on the Play Console home page up to 60 days before your deadline. **Only the account owner can start the process.**

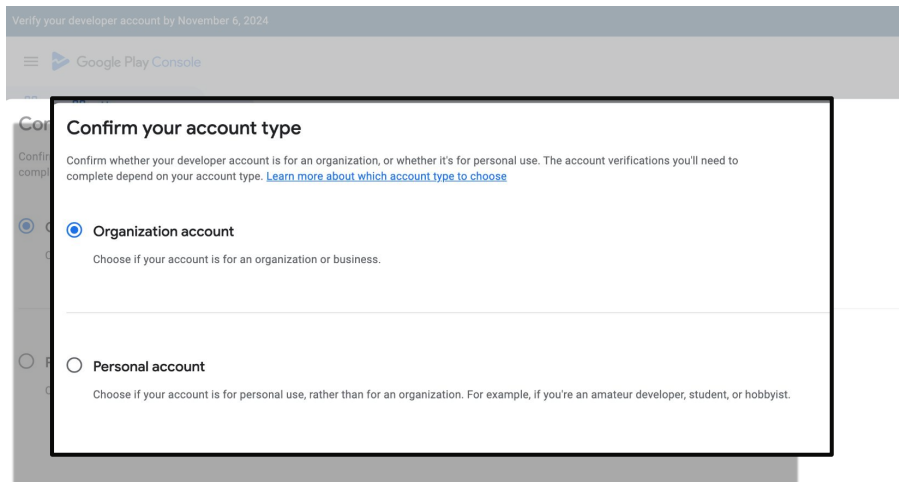
- **Start as early as possible.** As soon as you're able to verify, get started with the process to avoid any issues, and your apps being removed from Play.
- **Only the account owner can verify.** If your account owner no longer has Play Console access, or you can't contact your account owner, [request an extension and contact support.](#)
- **Pay close attention to your deadline.** Failing to complete the verification process in time will result in your account and apps being removed from Play.



Select your account type. **Choose 'Organization' for any formal business entity.** Otherwise, select 'Personal'.

- **Make sure to choose the correct account type.** Choosing the correct account type affects the verifications you're required to complete.
- **Your account type makes no difference to general features, app availability, or your ability to earn money on Play.** However, only organizations can publish certain categories of apps, such as Financial products and services.
- **Take care. Once you've completed verifications, your account type can't be changed.**

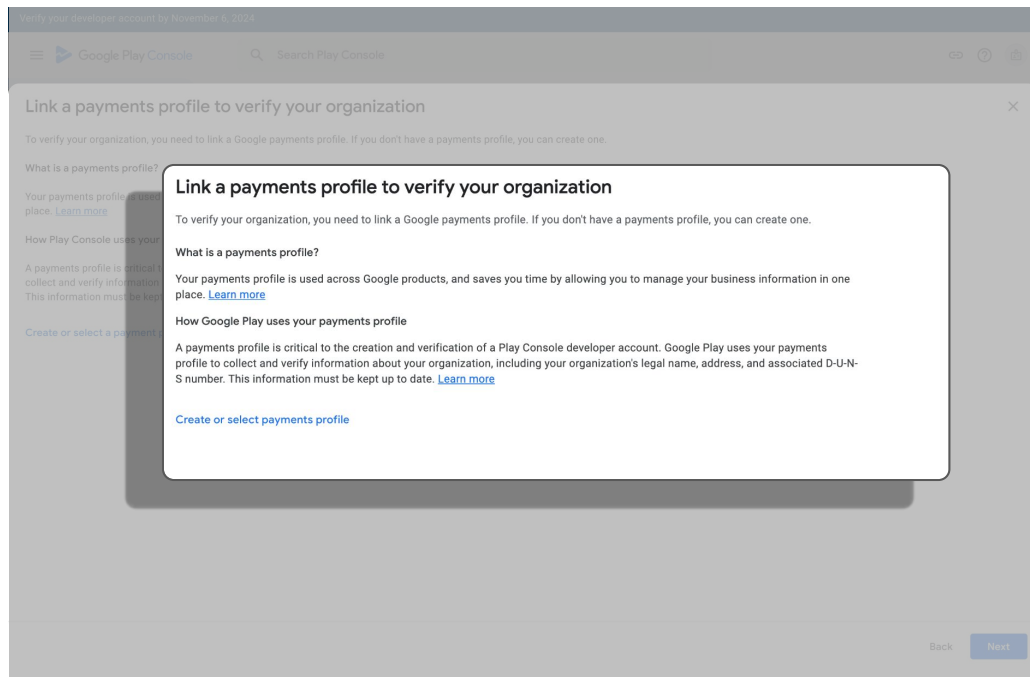
[Learn more about account types](#)



The screenshot shows the Google Play Console interface with a modal dialog titled "Confirm your account type". The dialog contains the following text: "Confirm whether your developer account is for an organization, or whether it's for personal use. The account verifications you'll need to complete depend on your account type. [Learn more about which account type to choose](#)". There are two radio button options: "Organization account" (which is selected) and "Personal account". Below the "Organization account" option is the text "Choose if your account is for an organization or business." Below the "Personal account" option is the text "Choose if your account is for personal use, rather than for an organization. For example, if you're an amateur developer, student, or hobbyist." The background shows the Google Play Console header with the text "Verify your developer account by November 6, 2024" and the "Google Play Console" logo.

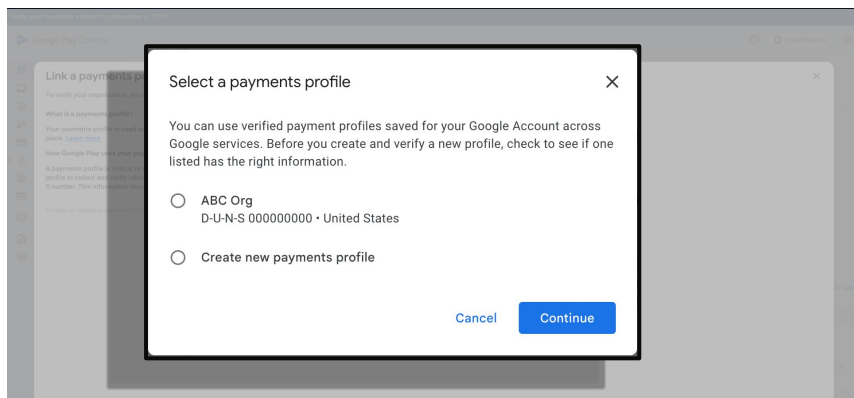
Link a Google payments profile that is used to verify your identity.

- A Google payments profile stores information that can be used across Google products to save you time. This includes information about your organization and payment methods.
- Google Play asks you to link a payments profile to your developer account to collect and verify information about your organization, including its legal name, address, and associated D-U-N-S number. **This is critical to the verification of your developer account, and the information in your payments profile must accurately reflect your organization, and be kept up to date.**
- If you already monetize on Play, you might be familiar with payments profiles for managing and tracking your app sales. **Here, the payments profile you provide is being used to verify your organization information only, and isn't used for anything related to monetization.** You don't need to use the same payments profile that you use to receive payments from Google Play.

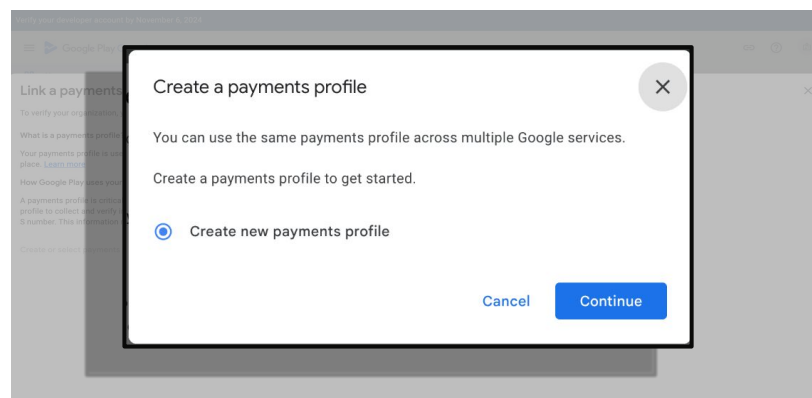


You can either **select an existing payments profile**, or **create a new one**.

Select an existing payments profile

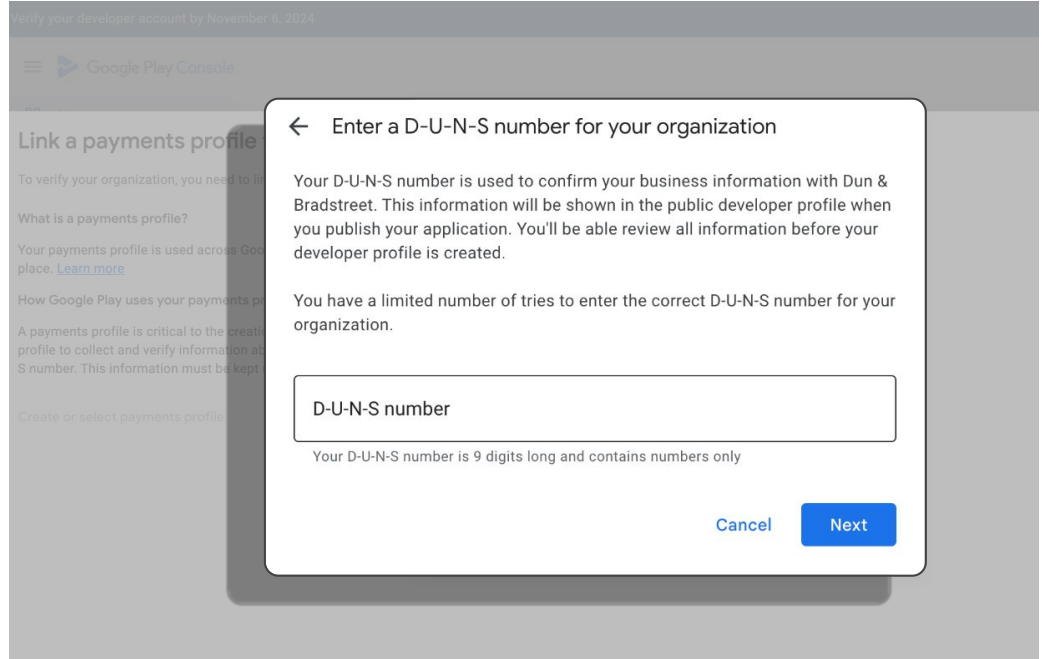


Create a new payments profile



After you select or create a payments profile, you'll be asked to **provide a D-U-N-S number**, which is a unique nine-digit identifier for your organization.

- **Make sure you have this number before you start.** You have a limited number of attempts to enter your D-U-N-S number correctly.
- **Not sure if you have one?** In most organizations, the D-U-N-S number can be provided by your finance or legal department. If you don't have one, [apply at Dun and Bradstreet](#) free of charge. **Ensure you do this as early as possible, as it can take 30 days or more to obtain one.**
- Governments and government agencies can verify their developer identity without a D-U-N-S number. [Learn how.](#)



The screenshot shows a modal dialog box titled "Enter a D-U-N-S number for your organization" with a back arrow icon. The dialog contains the following text:

Your D-U-N-S number is used to confirm your business information with Dun & Bradstreet. This information will be shown in the public developer profile when you publish your application. You'll be able review all information before your developer profile is created.

You have a limited number of tries to enter the correct D-U-N-S number for your organization.

Below the text is a text input field labeled "D-U-N-S number".

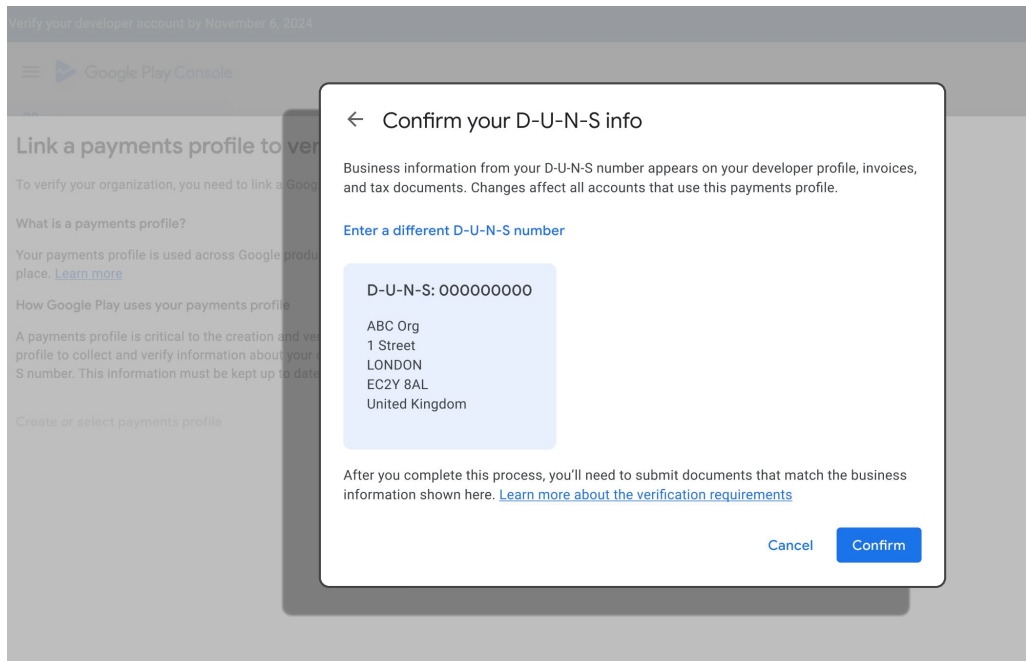
Under the input field, it says: "Your D-U-N-S number is 9 digits long and contains numbers only".

At the bottom right of the dialog are two buttons: "Cancel" and "Next".

The background shows the Google Play Console interface with the heading "Link a payments profile" and some blurred text.

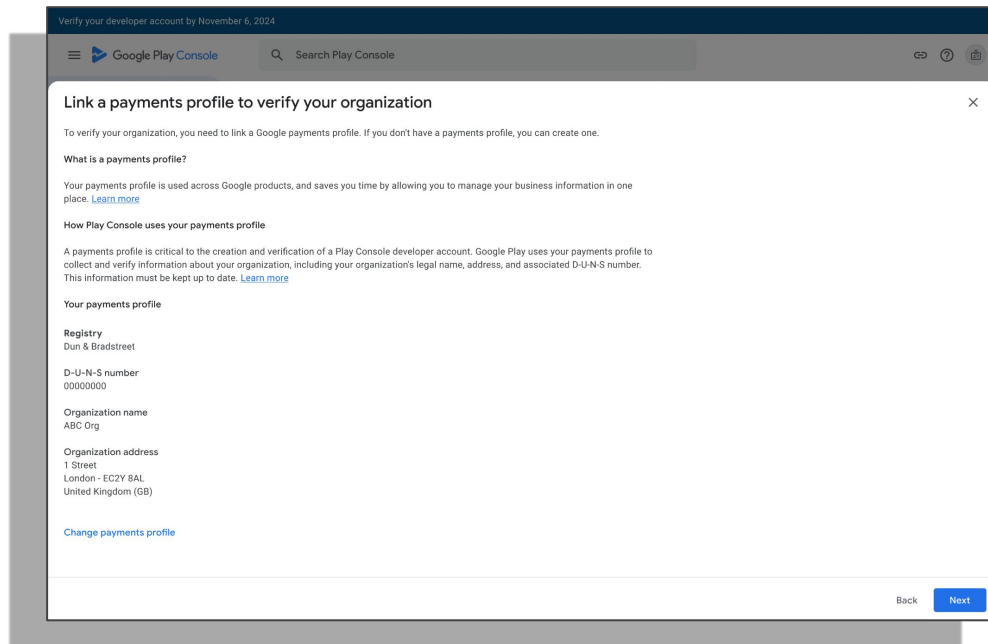
After you enter your D-U-N-S number, **you'll see your associated business information**. If this is correct, select 'Confirm'.

- The legal name and address associated with your D-U-N-S number must be the same as the legal name and address in your Google payments profile.
- If we detect any inconsistencies, you'll have 28 days to fix, or your account and apps will be removed from Play.



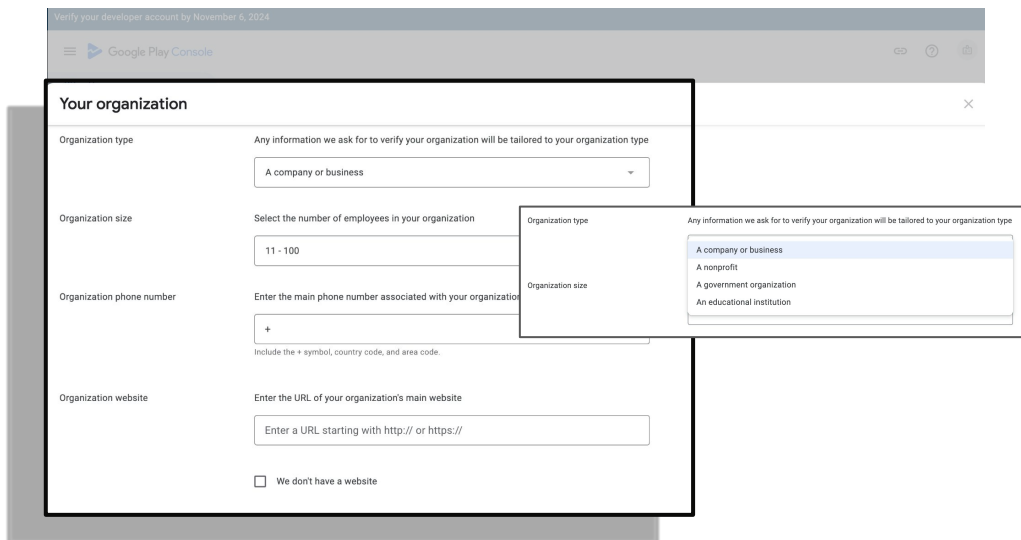
Carefully review your business information and D-U-N-S number.

- Make sure that **the business information shown accurately represents your organization.**
- **The legal name and address associated with your D-U-N-S number must be the same as the legal name and address in your Google payments profile.** If we detect any inconsistencies, you'll have 28 days to resolve this, or your account and apps will be removed from Play.
- **If you need to change your details later,** go to the Account details page in Play Console, and select 'Update organization details' next to your organization details. You may need to create or select a new payments profile to link to your developer account.



Tell us a bit more about your organization. This information is used to verify your organization, and helps us better understand our developer community.

- This information about your organization is **only used by Google to verify your organization, and isn't shown to users on Play.**
- If you're unsure about your organization details, like the number of employees or your phone number, try asking your reception, HR department, or office administration.

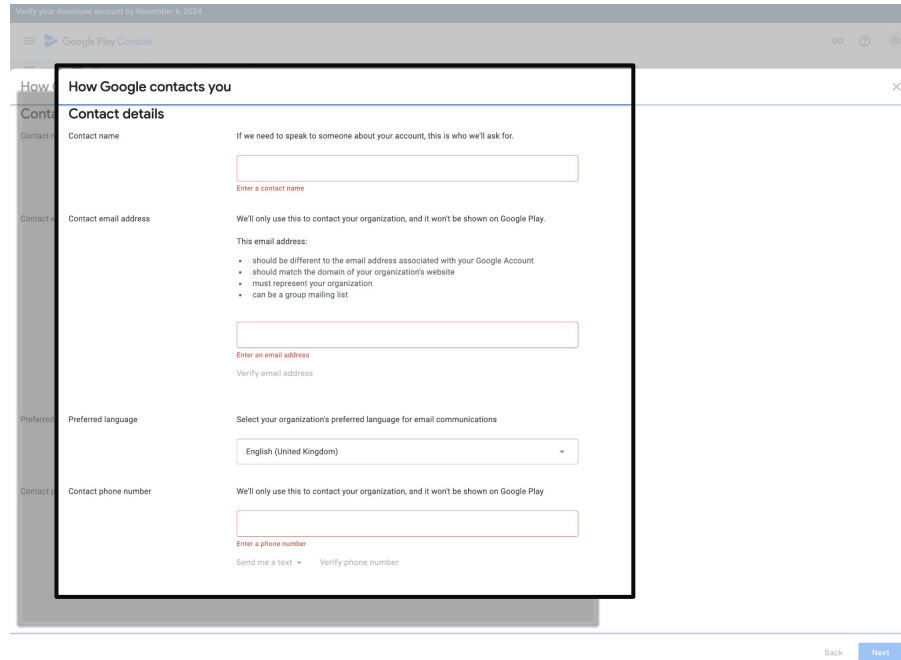


The screenshot shows the 'Your organization' verification form in the Google Play Console. The form is titled 'Your organization' and includes a close button (X) in the top right corner. It contains the following fields and options:

- Organization type:** A dropdown menu with the option 'A company or business' selected. A tooltip is visible showing the full list of options: 'A company or business', 'A nonprofit', 'A government organization', and 'An educational institution'.
- Organization size:** A text input field with the value '11 - 100'.
- Organization phone number:** A text input field with a '+' symbol. A tooltip is visible showing the full list of options: 'A company or business', 'A nonprofit', 'A government organization', and 'An educational institution'.
- Organization website:** A text input field with the placeholder 'Enter a URL starting with http:// or https://'. Below the field is a checkbox labeled 'We don't have a website'.

Tell us how Google should contact you about your developer account if we need to. **This information will only be used to contact you, and is not shown to users on Play.**

- Pay special attention to the email address and phone number you provide, **as both will need to be verified using a one time password (OTP).**
- To verify your contact phone number, you can choose to receive the OTP by SMS message, or by receiving a call. **Should you have issues with either method, we recommend trying the other one.**
- If you're receiving other errors when trying to verify your phone number, [contact support](#).
- Make sure the relevant contact is available to verify the email address and phone number you enter.



The screenshot shows the 'How Google contacts you' form in the Google Play Console. The form is titled 'How Google contacts you' and has a close button (X) in the top right corner. It is divided into sections for 'Contact details' and 'Preferred language'. The 'Contact details' section includes fields for 'Contact name', 'Contact email address', and 'Contact phone number'. Each field has a red border and a red error message below it: 'Enter a contact name', 'Enter an email address', and 'Enter a phone number'. The 'Preferred language' section has a dropdown menu for 'Select your organization's preferred language for email communications', with 'English (United Kingdom)' selected. At the bottom right, there are 'Back' and 'Next' buttons.

Verify your developer account by November 6, 2024

Google Play Console

How Google contacts you

Contact details

Contact name

If we need to speak to someone about your account, this is who we'll ask for.

Enter a contact name

Contact email address

We'll only use this to contact your organization, and it won't be shown on Google Play.

This email address:

- should be different to the email address associated with your Google Account
- should match the domain of your organization's website
- must represent your organization
- can be a group mailing list

Enter an email address

Verify email address

Preferred language

Select your organization's preferred language for email communications

English (United Kingdom)

Contact phone number

We'll only use this to contact your organization, and it won't be shown on Google Play.

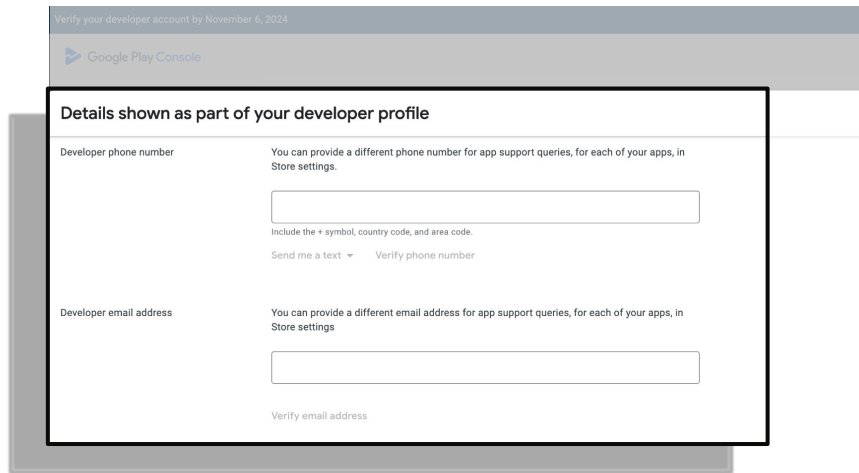
Enter a phone number

Send me a text Verify phone number

Back Next

Provide a public developer phone number and email address that will be shown on Play as part of your organization's public developer profile.

- Both the developer phone number and developer email address you provide will be **visible to users on Google Play. This only applies to organizations.** For personal accounts, only the email address is shown on Google Play. [Learn more.](#)
- You must provide both a developer phone number and email address, and you'll need to verify both of these using an OTP.
- To verify the developer phone number, you can choose to receive the OTP by SMS message, or by receiving a call. **Should you have issues with either method, we recommend trying the other one.**
- If you have any issues when trying to verify your public information, [contact support.](#)



Verify your developer account by November 6, 2024

Google Play Console

Details shown as part of your developer profile

Developer phone number	You can provide a different phone number for app support queries, for each of your apps, in Store settings. Include the + symbol, country code, and area code. Send me a text ☐ Verify phone number ☐
Developer email address	You can provide a different email address for app support queries, for each of your apps, in Store settings Verify email address

Only organizations must provide an email address and public phone number to be displayed on Google Play. Personal accounts must only provide an email address unless their app is monetized, or unless local regulations state otherwise.

Finally, review your public developer profile, and **ensure all of the information you've provided is accurate.**

Verify your developer account by November 6, 2024

Google Play Console

Search Play Console

Review your public developer profile

[Why this information is important](#)

Google uses this information to verify your identity. This information must be kept up to date, or your developer profile and apps may be removed from Google Play. [Learn more about developer verifications](#)

Public organization details	Organization name ABC Org
	Organization address 1 Street London - EC2Y 8AL United Kingdom (GB)
Developer email address	contact@my-org-website.com
Developer phone number	+44000000000

Acknowledgement ☒ I consent to Google showing this information on Google Play as part of my public developer profile. I understand that my developer profile and apps may be removed from Google Play if Google is unable to verify this organization.

To complete account verification, you may be asked to verify your identity and organization using valid ID, and official documentation. You may also need to verify your merchant payment details.

Where this information is displayed on Google Play

This information will be displayed on your Google Play store listing.

To help users learn more about you, we're renaming the 'Contact details' section to 'App support', and adding a new 'About the developer' section.

App support

Placeholder for App support content

About the developer

ABC Org
contact@my-org-website.com
1 Street
London - EC2Y 8AL
United Kingdom (GB)
+44000000000

Recommended for you

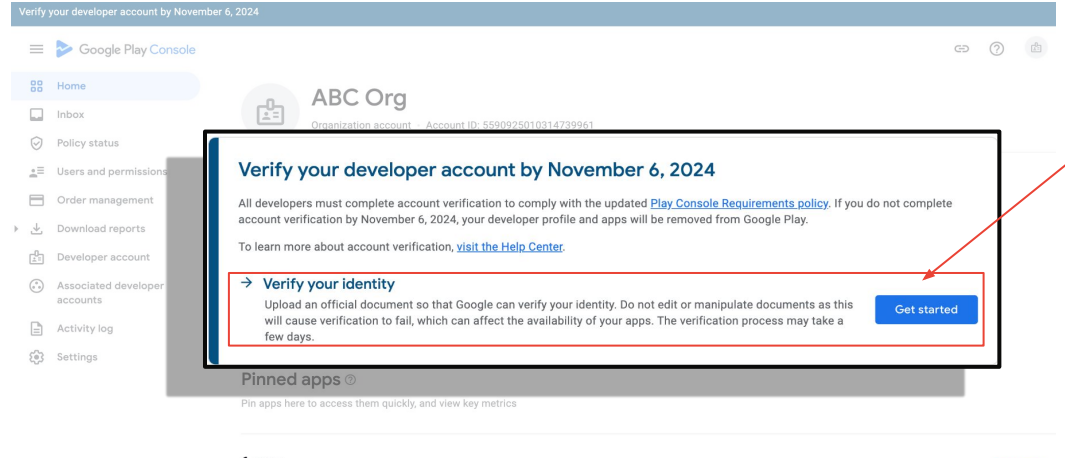
Placeholder for Recommended for you content

Step 2:

Verify your identity and organization by uploading documents

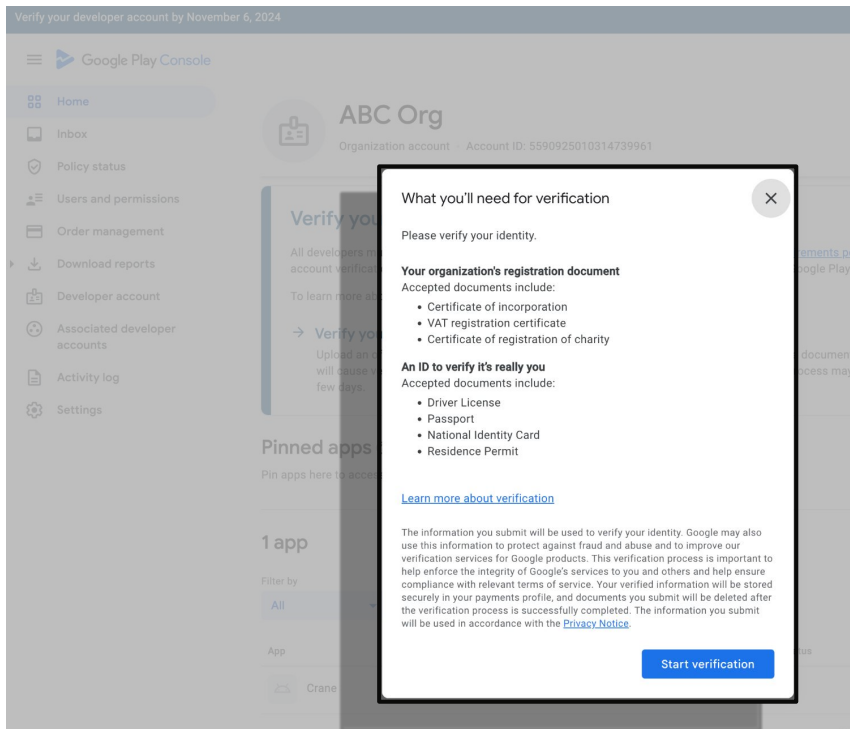
Once you've provided all of the required information about your organization, you'll need to **verify your identity and organization by uploading official documents**. Your Play Console home page will prompt you when you can do this.

- **Providing unsupported documents is the main reason for verification issues, and providing modified or fake documents can lead to the immediate removal of your account and apps.**
- As soon as the document upload flow is available, refer to the list of accepted documents in Play Console to understand which documents you can provide.



You'll see a list of accepted documents. **Required documents vary by country and region.** We'll show the ones relevant to you.

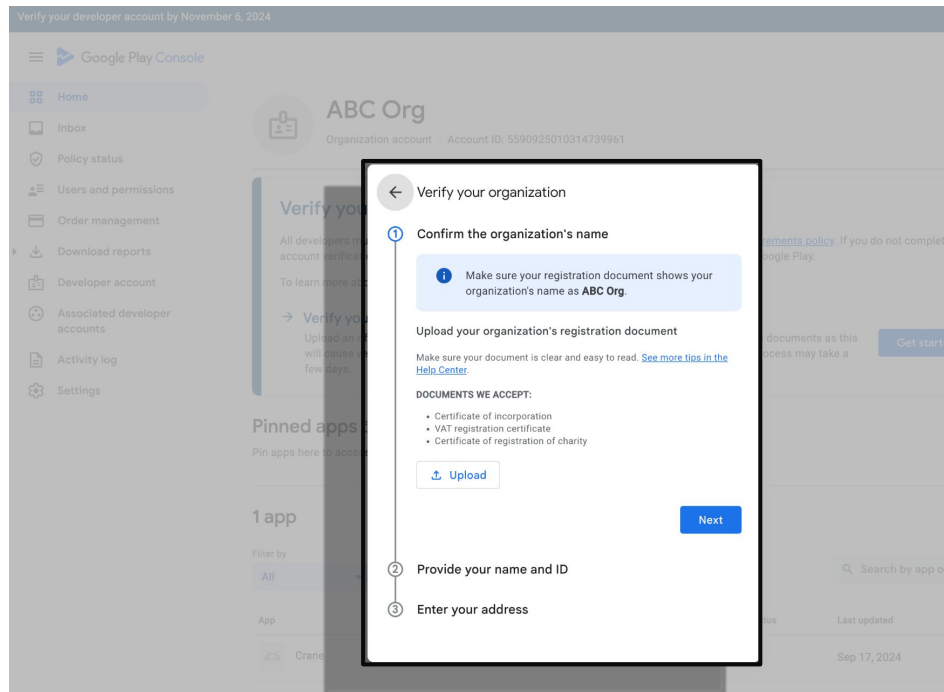
- **Providing unsupported documents is the main reason for verification issues.** [Refer to the list of accepted documents in Play Console](#), and be sure to submit the correct ones.
- Your ID does not need to be issued by the same country as the one in your D-U-N-S profile. For example, if the organization is registered in the US, provide a US business registration document. The ID can be from any country.
- **Do not edit or manipulate documents, as this will cause verifications to fail, which can affect the availability of your apps.**



Verify your organization by uploading registration documents, such as your certificate of incorporation, or VAT registration certificate.

- **All business documents must be issued by a trustworthy authority** such as a federal, state, municipal government, business registry, or similar.
- In most organizations, the registration documents can be obtained from your finance or legal departments.
- **If you are a Government organization**, you may submit a document with your government's letterhead as a form of proof if you don't have any of the other recommended business documents.

[Learn more about providing organization documents](#)



Next, **an individual must verify their identity with a valid document** as part of verifying your organization. This can be the owner of your Play Console account, or any authorized representative of your organization.

- Supported documents include a driving license, passport, or national identity card (US examples). [See country-specific requirements here.](#)
- This step is necessary to help us prevent fraud.
- Any authorized representative of the organization may provide their personal identity documents** to complete the verification process.

September 6, 2024

← Verify your organization

1 Confirm the organization's name

Organization name: ABC Org
Proof-of-organization document:
2.png

2 Provide your name and ID

Enter the **exact same name** from the document. Include your given name and family name, if applicable. To make sure we have it right, we may update the name to match.

Your name

ABC Org

Select issuing country or region
United Kingdom

Upload your ID

Make sure your ID is clear and easy to read. [See more tips in the Help Center.](#)

Select ID type

Driver License
Passport
National Identity Card
Residence Permit

Select ID type

Previous Next

Enter your address. **Make sure to enter the name and address shown on the document that you're providing.**

← Verify your organization

1 Confirm the organization's name

Organization name: ABC Org
Proof-of-organization document: 2.png

2 Provide your name and ID

Legal name: Stannis Tyrell
Proof-of-identity document: AIWww3omb2ZStdfr.png

3 Enter your address

Enter either what's on your ID or your permanent address

Street address

1 Street, London

Post Town

Postal code

Country/region
United Kingdom (GB)

Previous Submit

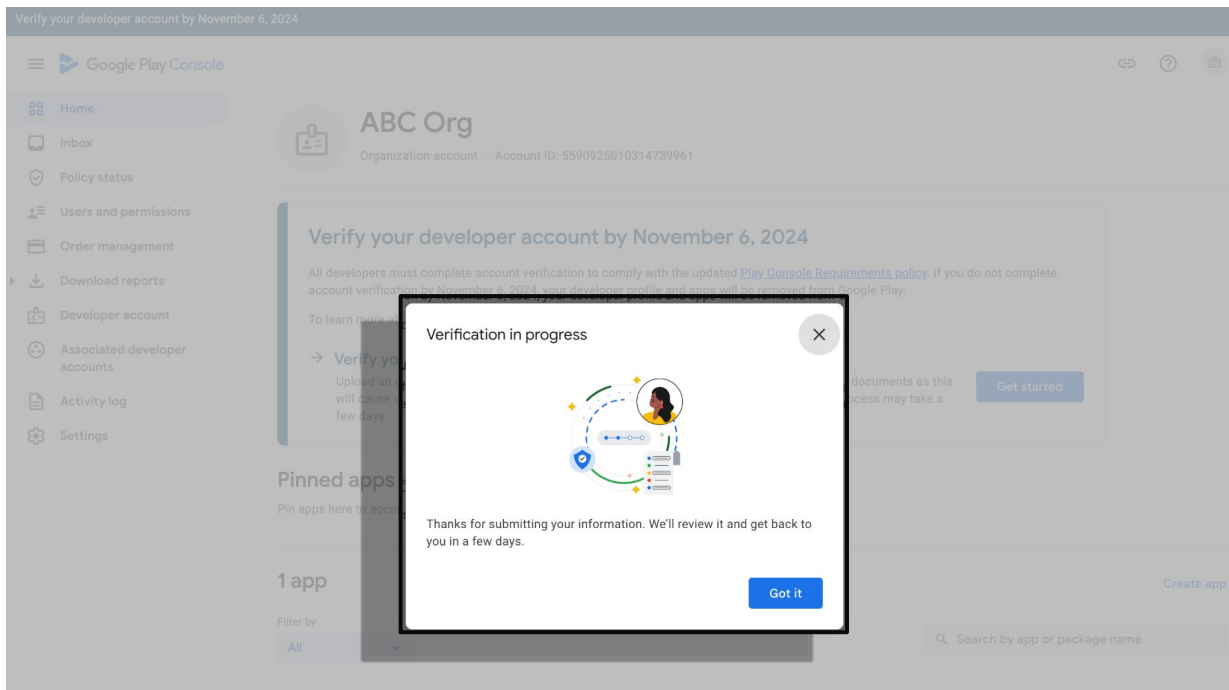
← Is your address correct?

We couldn't confirm the address you entered. Double check that the details are correct

1 Street
LONDON
EC2Y 8AL
United Kingdom

No, edit address Yes, it's correct

We'll review the information you've provided. The account owner will receive an email when verification is complete.



Your Play Console homepage will display a message explaining that Google is verifying your identity. This may take a few days.

The screenshot shows the Google Play Console interface for an organization account named "ABC Org". A blue banner at the top reads "Verify your developer account by November 6, 2024". The left sidebar contains navigation links: Home, Inbox, Policy status, Users and permissions, Order management, Download reports, Developer account, Associated developer accounts, Activity log, and Settings. The main content area features a large white box with a blue border and a red arrow pointing to it. Inside this box, the heading "Verify your developer account by November 6, 2024" is followed by a paragraph explaining the verification requirement. Below this, a sub-section titled "Google is verifying your identity" states that documents have been uploaded and verification is in progress. The "Pinned apps" section below shows one app, "Crane", in a "Draft" status.

Verify your developer account by November 6, 2024

Google Play Console

Home

Inbox

Policy status

Users and permissions

Order management

Download reports

Developer account

Associated developer accounts

Activity log

Settings

ABC Org

Organization account · Account ID: 5590925010314739961

Verify your developer account by November 6, 2024

All developers must complete account verification to comply with the updated [Play Console Requirements policy](#). If you do not complete account verification by November 6, 2024, your developer profile and apps will be removed from Google Play.

To learn more about account verification, [visit the Help Center](#).

Google is verifying your identity

Documents were uploaded so that Google can verify your identity. The account owner will receive an email when the verification is complete. This may take a few days.

Pinned apps

Pin apps here to access them quickly, and view key metrics

1 app

Create app

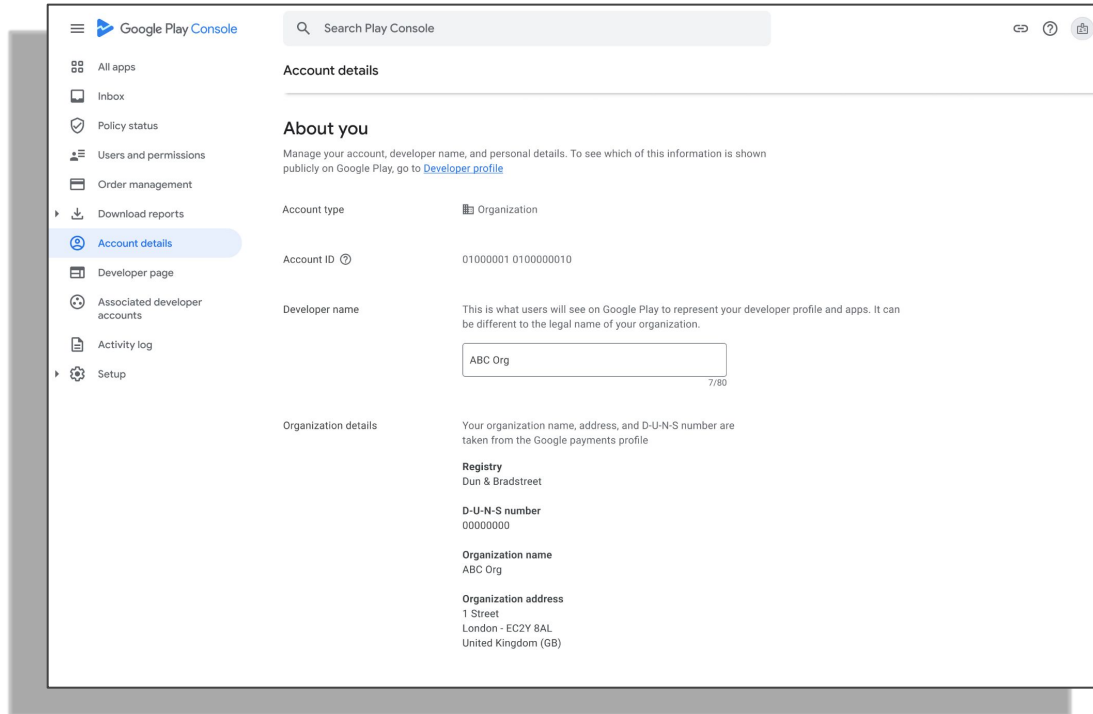
Filter by

All

Search by app or package name

App	Installed audience	App status	Update status	Last updated
Crane	0	Draft		Sep 17, 2024

When your organization has been successfully verified, **verification banners and messages will disappear from Play Console**. You can view your verified information on the Account details page.

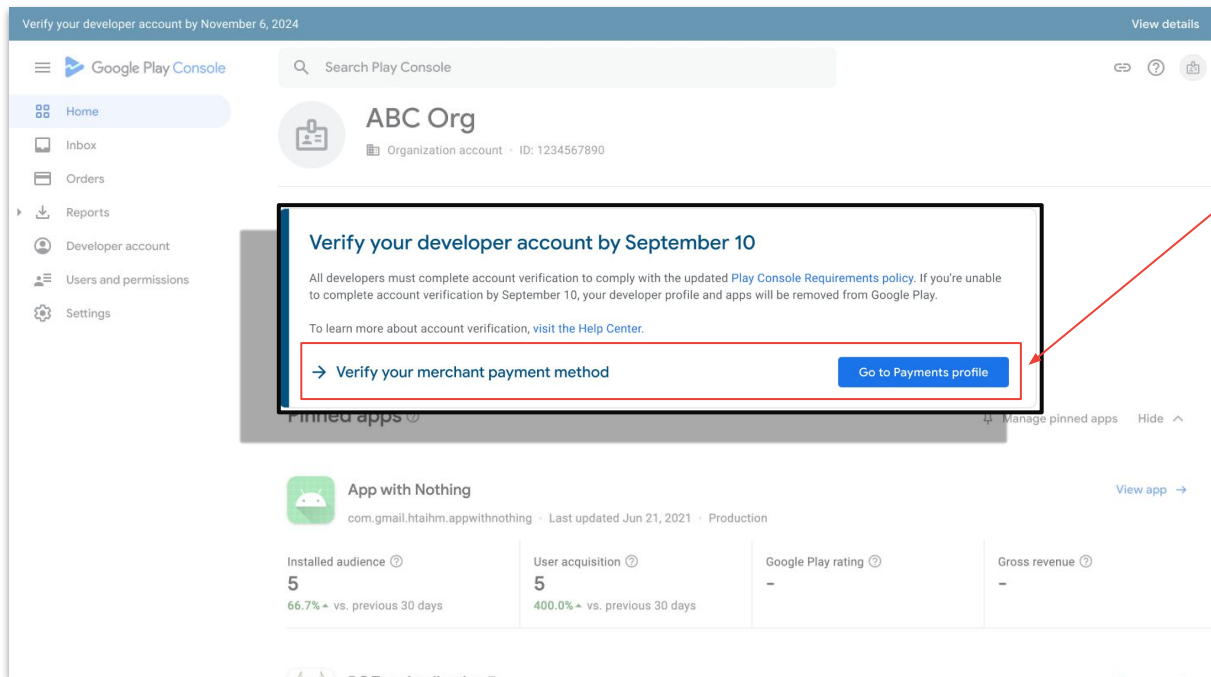


Step 3:

Verify your merchant payment method

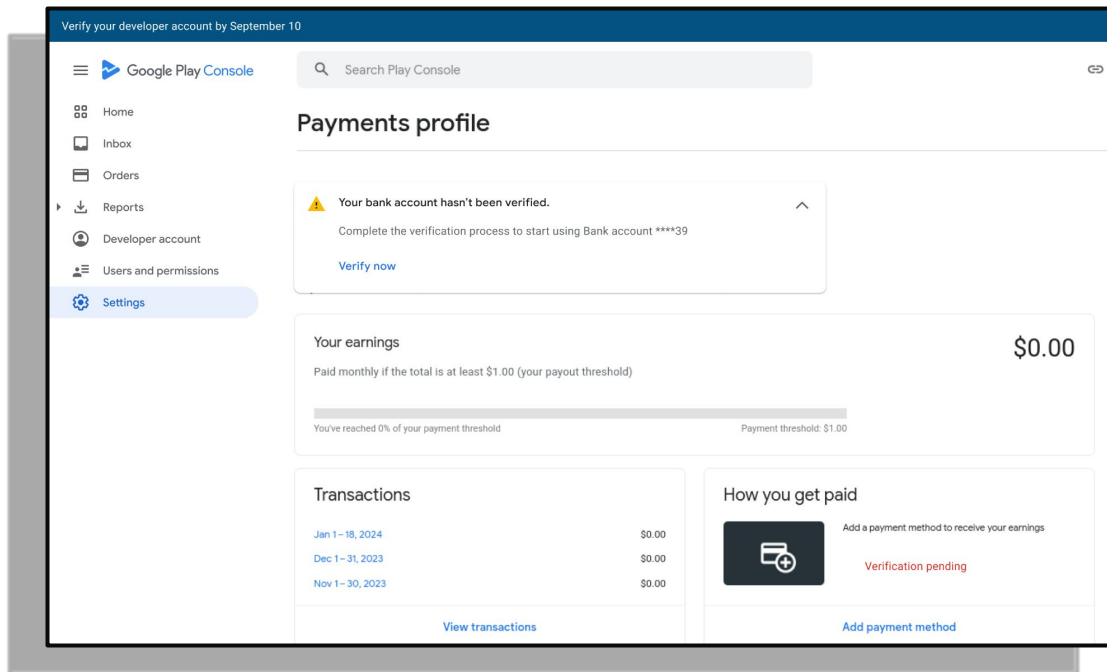
(applicable to developers that monetize)

If you monetize using Google Play billing, you must **ensure your merchant payment method is verified** as part of the verification process.

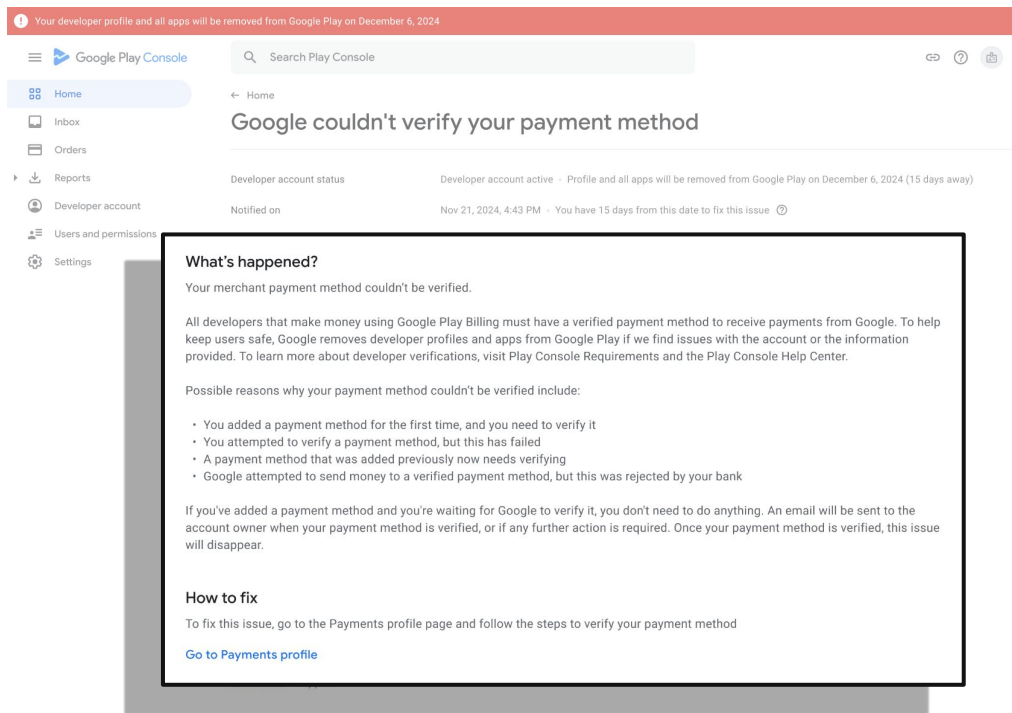


Go to the **Payments profile** page in Play Console and resolve the verification issues.

- Until you complete the verification process, you'll see a clear call to action on both your Play Console home page, and at the top of the Payments profile page.
- To complete verifications, verify your bank account using one of the following methods, depending on your location:
 - a. **Deposit challenge** - Confirm a small, unique deposit made to your account
 - b. **Upload an official bank statement**
- Once you've done this, a verification pending notice will be displayed while Google verifies your bank account.
- Once your bank account is successfully verified, verification banners and messages will disappear from Play Console.



Should your payment method verification fail, you'll be notified by email, and information about what happened and how to fix the issue will be available in Play Console.



The screenshot shows the Google Play Console interface. At the top, a red banner states: "Your developer profile and all apps will be removed from Google Play on December 6, 2024". Below this, the left sidebar contains navigation links: Home, Inbox, Orders, Reports, Developer account, Users and permissions, and Settings. The main content area is titled "Google couldn't verify your payment method". It includes a table with the following information:

Developer account status	Developer account active
Profile and all apps will be removed from Google Play on December 6, 2024 (15 days away)	
Notified on	Nov 21, 2024, 4:43 PM - You have 15 days from this date to fix this issue

Below the table, a box titled "What's happened?" contains the following text:

Your merchant payment method couldn't be verified.

All developers that make money using Google Play Billing must have a verified payment method to receive payments from Google. To help keep users safe, Google removes developer profiles and apps from Google Play if we find issues with the account or the information provided. To learn more about developer verifications, visit [Play Console Requirements](#) and the [Play Console Help Center](#).

Possible reasons why your payment method couldn't be verified include:

- You added a payment method for the first time, and you need to verify it
- You attempted to verify a payment method, but this has failed
- A payment method that was added previously now needs verifying
- Google attempted to send money to a verified payment method, but this was rejected by your bank

If you've added a payment method and you're waiting for Google to verify it, you don't need to do anything. An email will be sent to the account owner when your payment method is verified, or if any further action is required. Once your payment method is verified, this issue will disappear.

How to fix

To fix this issue, go to the Payments profile page and follow the steps to verify your payment method

[Go to Payments profile](#)

Common issues and FAQ

I can't locate the account owner to complete the verification process

- Only the account owner can complete the verification process. If the owner address is no longer accessible, please [contact support](#) as soon as possible.
- If you need more time to locate the account owner, you can apply for a deadline extension directly in the Play Console.

What type of account should I choose for a sole proprietorship?

- **If you're able to verify as an organization (you have a DUNS number and can provide the required verification documents), we strongly encourage you to do so.** This ensures your organization's name and address are displayed on Google Play.
- **Sole proprietors who are unable to provide the required documents should select "Individual" as their account type.** In this case, your legal name and country will be shown instead. Learn more about account types [here](#).
- If you choose to register as an individual, it's crucial that your proof of address document is one of the accepted documents and the address on your document matches the address you provided for identity verification on your payment profile.

I am a government agency

- Government organizations or agencies without a D-U-N-S number can complete verifications without providing one. This option has already been enabled for known government organizations. For example, those that have completed a government app declaration.
- If this option isn't available when you create or select a payments profile, [contact our support team](#) to have this option enabled. You'll be asked to provide an official government email domain or website. **You should only do this if you cannot provide a D-U-N-S number.**
- Don't have a business registration document? You may submit a document with your government's letterhead as a form of proof if you don't have any of the other recommended business documents.

I'm having trouble verifying my phone number

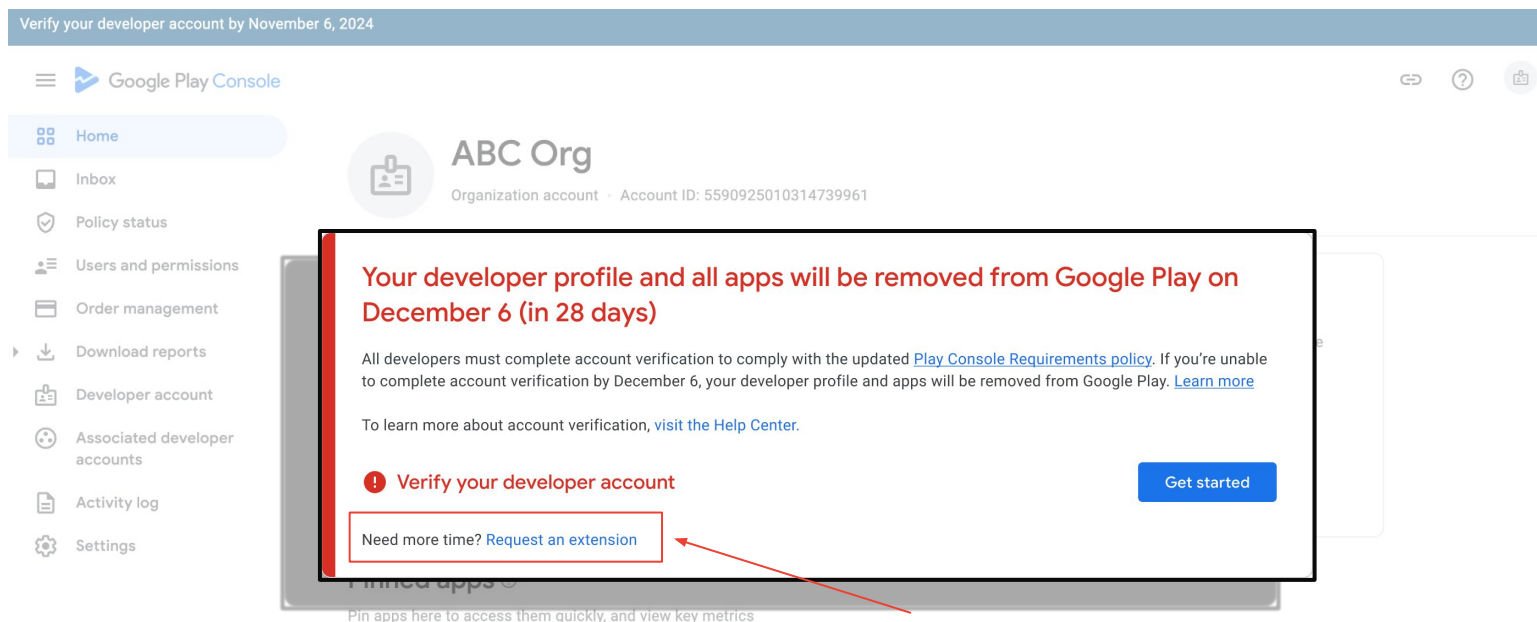
- To verify your contact phone number, you can choose to receive the OTP by SMS message, or by receiving a call. **Should you have issues with either method, we recommend trying the other one.**
- **If you tried in the past, please try verifying again via SMS**, as we launched several improvements in late October.
- If your phone system has an **interactive voice responder**, you will need to route the OTP calls to a channel where you can pick them up from. [Contact Play support](#) if you need to know which Google numbers you need to route.
- If you're still receiving errors when trying to verify your phone number, please [contact support](#).
- You can also [apply for a deadline extension](#) directly in the Play Console.

What is a D-U-N-S number and how do I get one?

- A D-U-N-S number is a unique nine-digit identifier for businesses.
- In most organizations, the D-U-N-S number can be obtained through the Finance or Legal departments.
- **If you don't have one, [apply at Dun and Bradstreet](#) free of charge.** Ensure you do this as early as possible, as it can take 30 days or more to obtain one.
- **You have a limited number of attempts to enter your D-U-N-S number correctly.** To avoid issues, make sure to obtain this number before starting the verification process.
- Governments and government agencies can verify their developer identity without a D-U-N-S number. [Learn how.](#)

I need more time

If you didn't start the verification process on time and need more time to gather the required information, you can request a one time extension in Play Console.

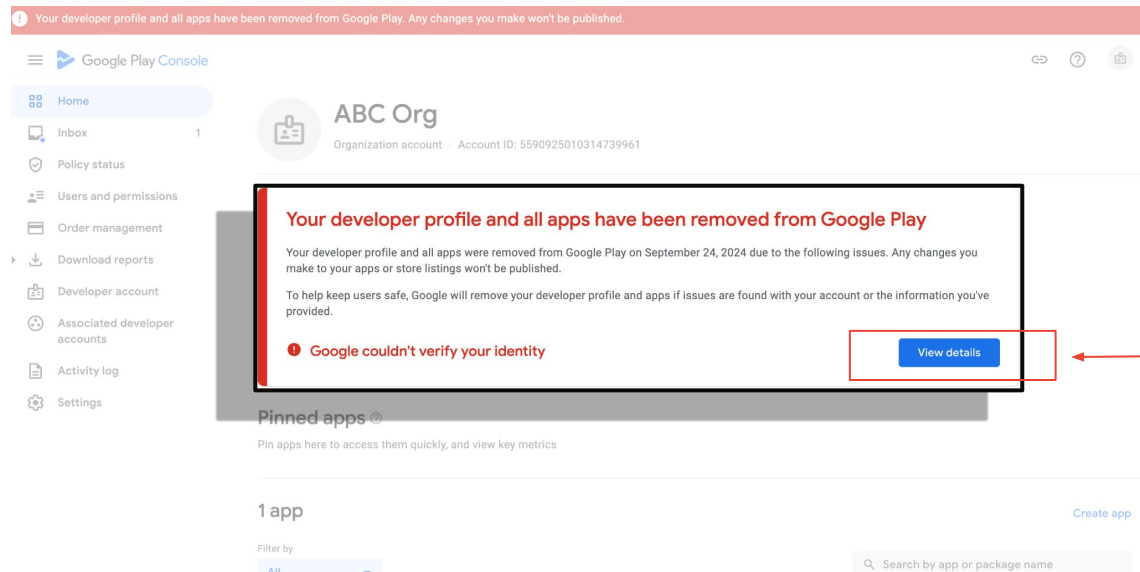


Why do I need to upload my personal ID?

- We understand concerns regarding our request to provide personal ID. However, this is necessary to help us prevent fraud and abuse on the platform. **Your ID document will be securely stored and will not be shared with users.**
- Any authorized representative of the organization may provide their personal identity documents to complete the verification process.
- **Do not edit or manipulate documents as this will cause verification to fail, which can affect the availability of your apps.**

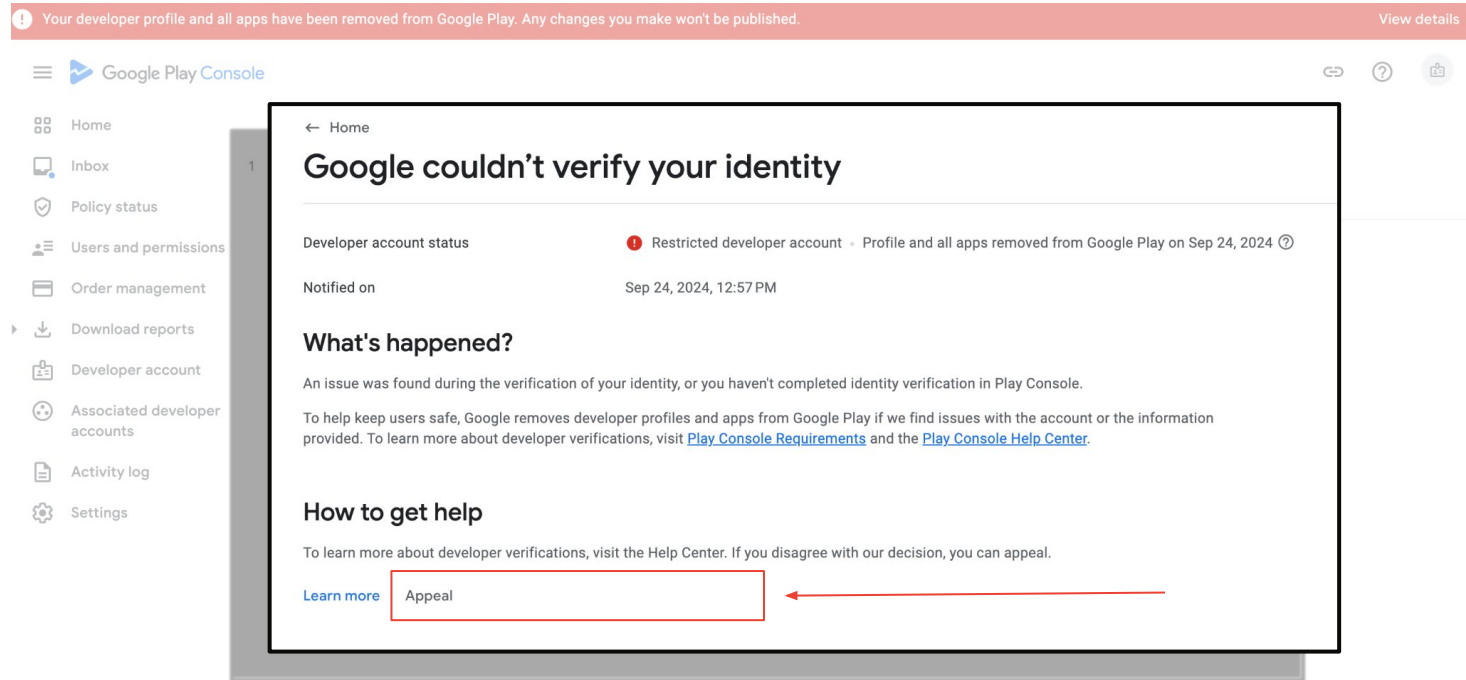
If your verification fails

If your verification fails, your Play Console homepage will display a message explaining why we couldn't verify your account. The account owner will also receive emails with more details.



Select 'View details' for more information, and to learn how to fix the issue.

The details page shows why your verifications have failed, how to fix, and how to submit an appeal.



! Your developer profile and all apps have been removed from Google Play. Any changes you make won't be published. [View details](#)

Google Play Console

- Home
- Inbox
- Policy status
- Users and permissions
- Order management
- Download reports
- Developer account
- Associated developer accounts
- Activity log
- Settings

← Home

Google couldn't verify your identity

Developer account status ⓘ Restricted developer account - Profile and all apps removed from Google Play on Sep 24, 2024 ⓘ

Notified on Sep 24, 2024, 12:57 PM

What's happened?

An issue was found during the verification of your identity, or you haven't completed identity verification in Play Console.

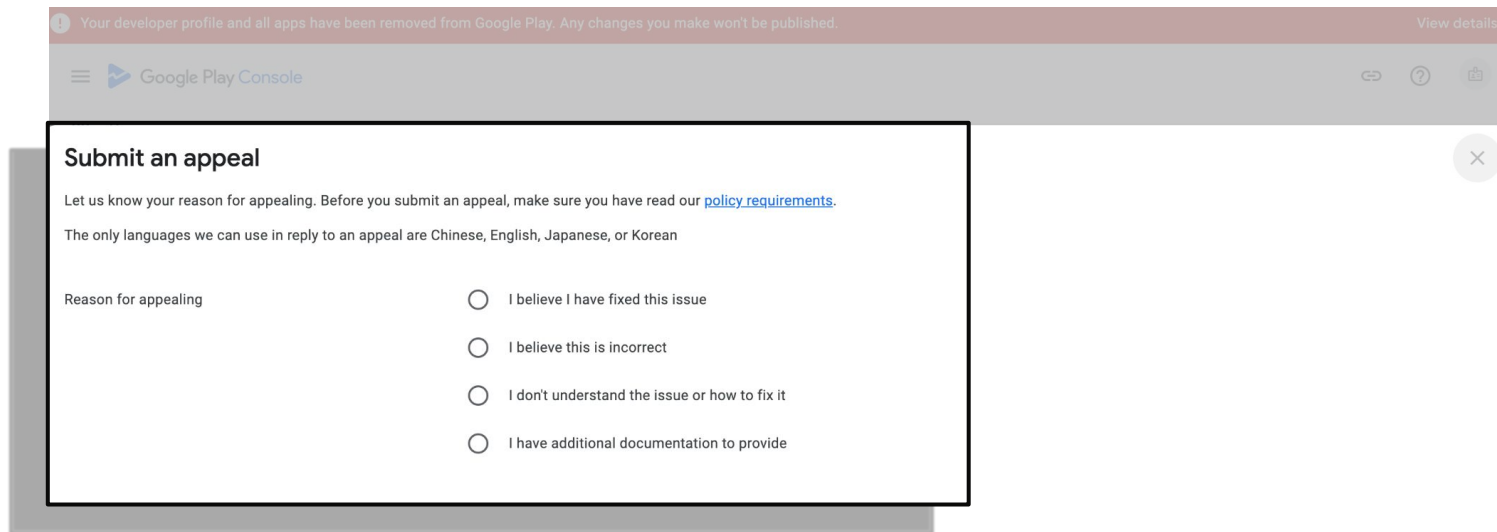
To help keep users safe, Google removes developer profiles and apps from Google Play if we find issues with the account or the information provided. To learn more about developer verifications, visit [Play Console Requirements](#) and the [Play Console Help Center](#).

How to get help

To learn more about developer verifications, visit the Help Center. If you disagree with our decision, you can appeal.

[Learn more](#) [Appeal](#)

If you choose to appeal, **please provide a detailed explanation of the issue.**
The more information you provide, the better we can assist you in resolving the problem.



The image shows a screenshot of the Google Play Console interface. At the top, a red banner states: "Your developer profile and all apps have been removed from Google Play. Any changes you make won't be published." with a "View details" link. Below this is the Google Play Console header. A modal dialog box titled "Submit an appeal" is open. It contains the following text: "Let us know your reason for appealing. Before you submit an appeal, make sure you have read our [policy requirements](#)." and "The only languages we can use in reply to an appeal are Chinese, English, Japanese, or Korean". Under the heading "Reason for appealing", there are four radio button options: "I believe I have fixed this issue", "I believe this is incorrect", "I don't understand the issue or how to fix it", and "I have additional documentation to provide". A close button (X) is in the top right corner of the dialog.

Submit an appeal

Let us know your reason for appealing. Before you submit an appeal, make sure you have read our [policy requirements](#).

The only languages we can use in reply to an appeal are Chinese, English, Japanese, or Korean

Reason for appealing

- ☐ I believe I have fixed this issue
- ☐ I believe this is incorrect
- ☐ I don't understand the issue or how to fix it
- ☐ I have additional documentation to provide

Failed document verification? Here's what to do

- If your uploaded documents were not accepted, **please carefully review the detailed email that was sent to the account owner**. It contains specific information about the reason for the failure and the steps you can take to resolve the issue.
- You have a limited number of attempts to upload your identity documents. If you reach the limit without passing identity verifications, you will have to [contact our support team](#) to request an additional attempt.
- Please **review this guide thoroughly** to ensure you have all the necessary information to complete the verification process successfully.

Common reasons for verification failure

Submitting unsupported, expired, or unclear documents

- Make sure to upload documents **from the list of accepted documents**. Required documents vary by country and region, and Play Console will display the accepted documents based on your provided location.
- Make sure to **upload up-to-date documents**. If the organization document or the authorized representative's ID document has expired, the verification will be rejected.
- When taking a photo of your documents, **make sure the image is clear, well lit, and key data is visible**. Verifications may be rejected if the documents are covered, or if the images are blurry or too dark to read.
- Submitting **altered or fake documents** can result in the immediate removal of all your apps.

The organization name on the uploaded identity document does not match the information on your D-U-N-S profile

- Make sure to upload an organization document that lists the name of the organization as it is listed on your D-U-N-S profile.
- Documents with a different organization name, or only the name of a parent or child company, may result in a rejection.

Incorrectly entering the authorized representative's name on the verification form

- All organizations are required to submit an ID document of an individual within the organization. This is known as the authorized representative.
- Make sure you enter this person's name into the ID verification form, then upload an ID document belonging to that individual. The name you enter and the name of the ID document must match.

Thank you for taking the time to step through this guide. We hope it was helpful for understanding and completing the required verifications. For more information, [visit the Help Center.](#)

One more thing: **if you've made it this far, we'd love your feedback to improve this guide.** [Click here](#) to share your thoughts.