

MICROSOFT VISUAL STUDIO MARKETPLACE PARTICIPATION POLICIES

LAST UPDATED JUNE 2021

These Microsoft Visual Studio Marketplace Participation Policies (these “**Policies**”) apply to all Publishers and Offerings in the Visual Studio Marketplace. These policies are in addition to the terms and conditions set forth in the Microsoft Visual Studio Marketplace Publisher Agreement (“**Publisher Agreement**”).

Publishers must always comply with the policies described and/or referenced in these Policies in order to participate in the Visual Studio Marketplace. If a Publisher fails to meet all terms and conditions at any given time, Microsoft may, among other things, remove the Publisher’s Offering from the Visual Studio Marketplace.

Microsoft may update these Policies at any time. Continuing to use a Publisher Account or listing Offerings in the Marketplace after the changes become effective constitutes agreement to the new terms. A Publisher must remove its Offerings from the Marketplace and close its Publisher Account if it does not agree to the new terms.

All capitalized terms that are not defined in these Policies shall have the meanings assigned in the text of the Publisher Agreement.

SECTION 1 Base Criteria.

- (a) Offerings must be designed to work with and extend the capabilities of Microsoft Visual Studio, Visual Studio for Mac, Visual Studio Code, GitHub Codespaces, Azure DevOps, Azure DevOps Server, and successor products and services offered by Microsoft and GitHub (collectively, the “**In-Scope Products and Services**”). Offerings are intended for use only with In-Scope Products and Services and may only be installed and used with In-Scope Products and Services.
- (b) Publishers will not develop or enable others to develop any Offering which circumvents any technical restrictions implemented in the In-Scope Products and Services.
- (c) Publishers will design and test the download, installation, and uninstallation of their Offerings to ensure that such processes do not disable any features or adversely affect the functionality of the In-Scope Products and Services.
- (d) Publishers may not initiate any notification that will be displayed in any In-Scope Products and Services, unless the notification (i) is clearly marked as coming from them (and not from Microsoft) and (ii) otherwise complies with the Publisher Agreement, including the Policies.
- (e) Publishers may not disable or otherwise change (or enable users to disable or otherwise change) any settings in any In-Scope Products and Services that Microsoft manages (or enables users to manage) in such In-Scope Products and Services.
- (f) Publishers of paid Offerings must be located in geographic locations supported by the Azure Marketplace (see [here](#) for a list of supported geographic locations).
- (g) Publishers of paid Offerings must remain in good financial standing.
- (h) Offerings in the Marketplace cannot use or depend on any product or component that is not supported, or no longer commercially available.
- (i) Publishers must make detailed technical documentation available. The documentation needs to describe how to use their Offerings with the In-Scope Products and Services. Each Offering must provide or link to such documentation in their listing information.

SECTION 2 Publishing Offers. Publishers must publish at least one Offering in the Marketplace within 60 days of executing the Publisher Agreement. Publishers of paid Offerings must adhere to Visual Studio Marketplace technical requirements for onboarding described in these Policies and as may be further identified in the Publishing Portal.

SECTION 3 Offer Listings.

- (a) Publishers must include detailed offer information in their Offerings' Listing Information, which must be accurate and kept up to date. Such information may include, as applicable:
- (i) Offering description
 - (1) Minimum Offering description:
 - SKU information and
 - value proposition
 - (2) Recommended Offering description:
 - Detailed SKU information
 - Detailed value proposition
 - Features: 3-5 factual statements about the Offering
 - Benefits: 3-5 results produced by Offering features
 - (3) Pricing model
 - The Offering must be compatible with the pricing models described in **Section 4** of this document.
 - (4) Link to customer support details
 - Publishers must provide commercially reasonable customer support for paid for, fully available (i.e., not a preview release) Offerings in the Visual Studio Marketplace, either included within fees associated with the Offering, or as a support Offering that is purchased separately.
 - (5) Offer resources
 - Resources include, but are not limited to, demo videos, screenshots, whitepapers, case studies, testimonials, and detailed technical documentation on how to use the Publisher's Offering with In-Scope Products and Services.
 - (6) Terms of Use (unless the Microsoft Standard Contract is elected or the Offering is a BYOL Offering)
 - (7) Privacy Policy
 - (b) Publishers may not promote the availability of their other offerings on competing cloud platforms or relating to competing integrated development environments (IDEs) or editors in any of the following: (i) in the Visual Studio Marketplace; (ii) in In-Scope Products and Services; or (iii) in their Offerings, including in the download or installation experience.
 - (c) Microsoft reserves the right to edit and revise offer listing page details for quality assurance. Microsoft will inform Publishers prior to publication of their Offering listing pages in the Visual Studio Marketplace if Microsoft makes any changes to any listing page details.

SECTION 4 Pricing Models for Paid Offerings.

The Visual Studio Marketplace supports the pricing models that are presented in the Publishing Portal. The following table describes the pricing models currently supported by the Marketplace.

Pricing Model	Description
Free	Free SKU. Customers are not charged fees for use of the offering. Prices for free SKUs may not be increased to non-zero amounts.
Free Trial (Try it now)	Promotional free SKU for a limited period. Customers are not charged fees for use of the offering through a trial period through the Marketplace, and the Publisher is responsible for setting up billing and collection of user fees after the trial period outside of the Marketplace. The Marketplace is currently not able to prevent customers from creating multiple subscriptions to Free Trial offerings. Publishers who wish to restrict the number of subscriptions customers may create for Free Trial offerings are responsible for including appropriate restrictions in their Terms of Use.
Paid / BYOL	Bring-Your-Own-License (BYOL) SKU. If they have obtained access or use of the offering outside of the Visual Studio Marketplace, customers are not charged fees through the Marketplace.

SECTION 5 Offering Suspension and Removal.

- (a) Microsoft reserves the right to suspend or remove an Offering from the Visual Studio Marketplace for any reason. Reasons Microsoft may remove an Offering include, but are not limited to:
- (i) The Offering has not been provisioned by any customers for six or more months;
 - (ii) The Offering consistently receives negative customer feedback;
 - (iii) The Offering consistently receives many support tickets; or
 - (iv) The Publisher has failed to comply with terms and conditions in the Microsoft Visual Studio Marketplace Publisher Agreement or these Policies.
- (b) Publishers wishing to remove a paid Azure DevOps Offering should email vsmarketplace@microsoft.com.

SECTION 6 Security events. Publishers must report suspected security events, including security incidents and vulnerabilities of their Marketplace Offerings, at the earliest opportunity.