

Getting Started

Apple Business Connect is a free tool that allows businesses of all sizes to customize the way their information and brand appear to users across Maps, Siri, Mail, Tap to Pay on iPhone and other Apple apps and features.



➔ Register for Business Connect:

1. Go to <https://businessconnect.apple.com/> and *Sign in* with the Apple Account you use for your business.
2. Review the Terms of Use for using Apple Business Connect. Click on *Let's Go*.
3. Select “Company/Organization” in the entity type drop down, and add your company details.
4. Review the Terms of Service for using Apple Business Connect. Click on *Send*.
5. Start exploring Business Connect features.

Note: You'll need to verify your company details later when you enable features.

➔ Delegate through your third-party partner's platform:

Select partners allow you to connect to Business Connect directly from their platform through delegation. Follow the steps on their platform to authorize them to access and manage your brands and locations.

➔ Delegate through Business Connect:

If you work with a partner that does not offer delegation directly from their platform, you can authorize them to manage your locations and brand by following the steps listed [here](#).