



Infomedia

**Canada Payment
Experience Guides**

May 2021



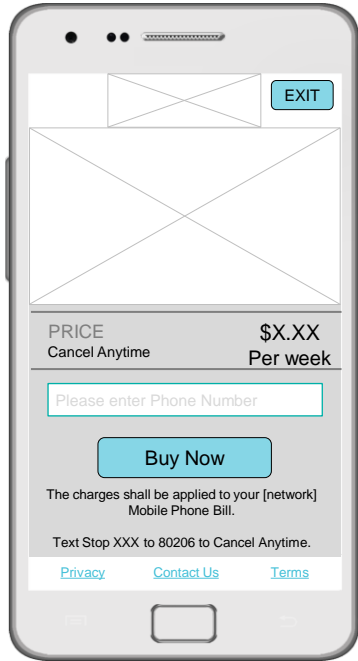
Key DCB Page Elements

Whilst no specific layout is mandated, the following items must be present on DCB purchase flow pages for Canada to comply with Canadian Wireless Trade Association and Mobile Marketing Association guidelines in regards to advertising and opt-in practices

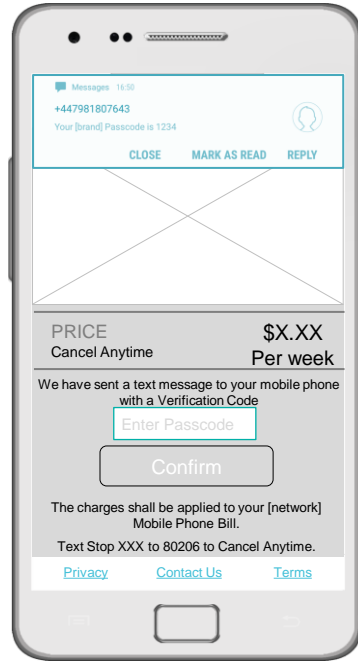
- SMS Pin Validation
- Price and recurring billing frequency, being the largest font size on the page
- Product Name
- Statement of method of charge
- Exit button
- Customer Support Details (can be behind link)
- Terms & Privacy Policy Link
- Buy Now/Subscribe on first CTA
- Confirm on second CTA
- Unsubscription details

Additionally, records of page views must be retained together with key header data such as browser and user agent, IP address, referrer URL where available, all made available to carriers and regulators upon 24 hours notice. Infomedia can provide this service via our Consent To Charge software.

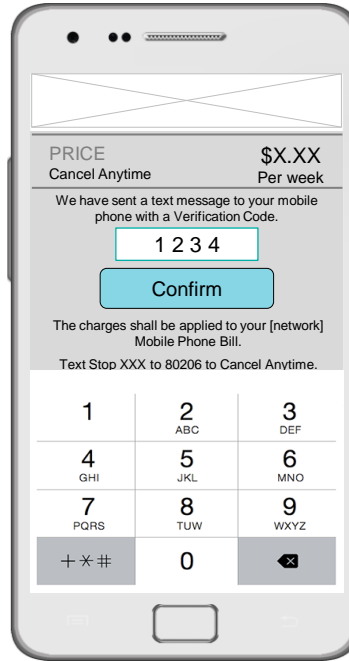
Example Compliant Page layout: Canada (Telus)



Landing Page – user enters MSISDN or detected and pre-populated



SMS Verification Code sent by Infomedia



User enters and validates Code



Success