



**Infomedia**

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Feb 2022

V5.8

# **Charge to Mobile UAE Framework**

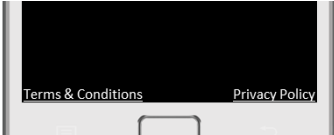
User Acquisition Flow Guides

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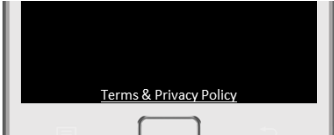


# CHANGES IN V5.8

- Added data protection clause to on-page terms and conditions following implementation of new UAE data protection law
- Full Terms/Privacy Policy links to be included on page – if Privacy Policy contained within Full Terms both should be referenced in link text e.g. either:



or:



# SUBSCRIPTION PIN FLOW GUIDE

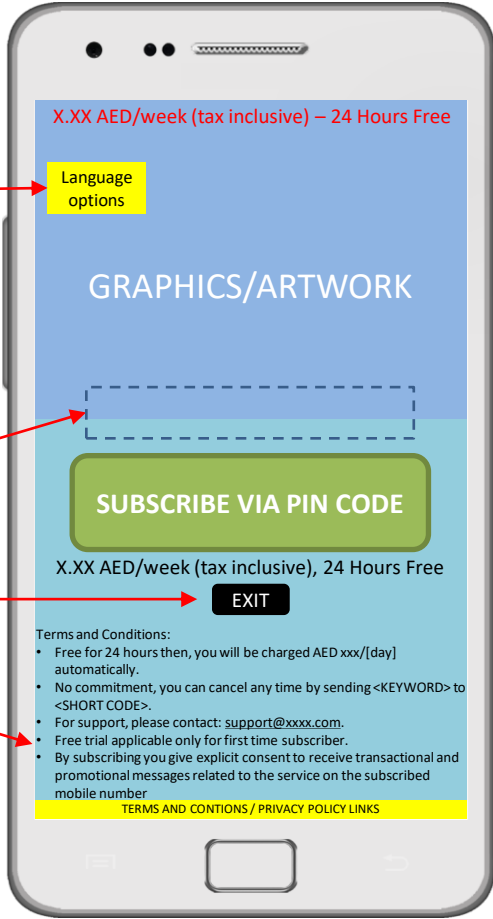
with success page

Button to change between languages must be present reasonably prominently on page

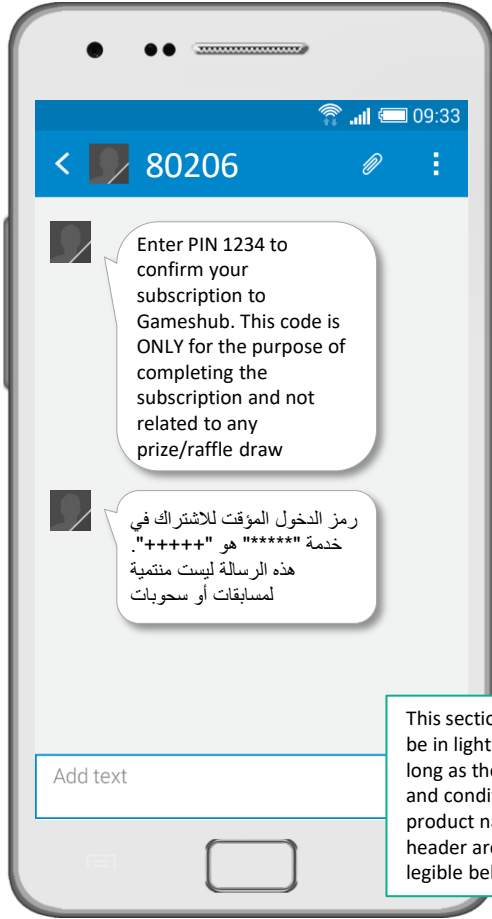
If not using header enrichment, e.g. via Wifi – include MSISDN entry box

Exit button, returning user to homepage or original website

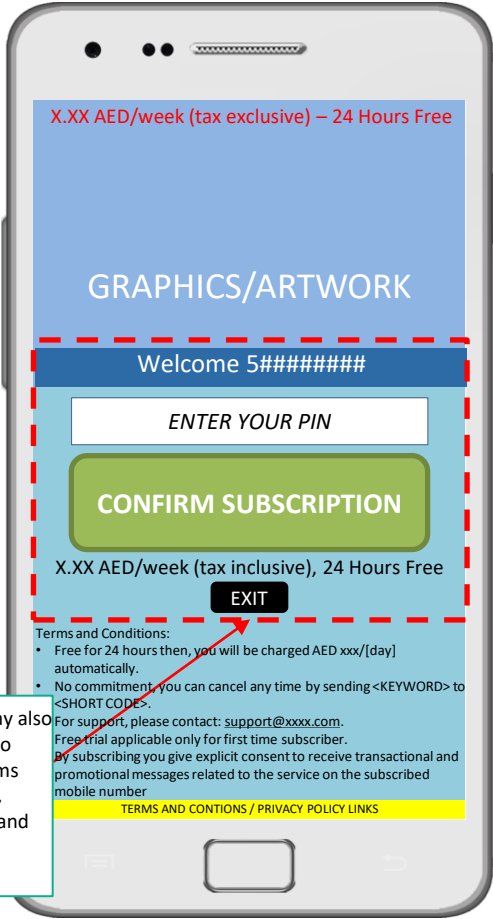
Mandatory T&Cs format



Landing Page

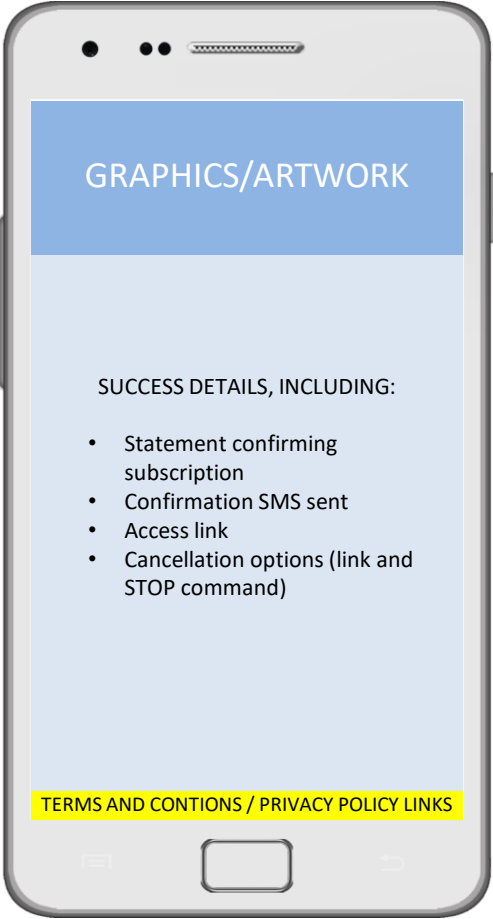


PIN Message



PIN Entry Page

This section may also be in lightbox so long as the terms and conditions, product name and header are still legible behind



Success Page

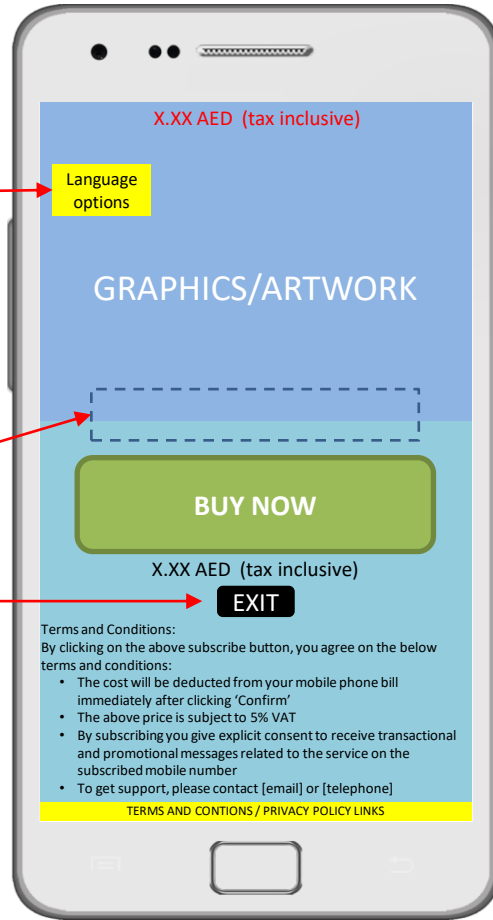
# OTP HEADER ENRICHED FLOW GUIDE

## with success page

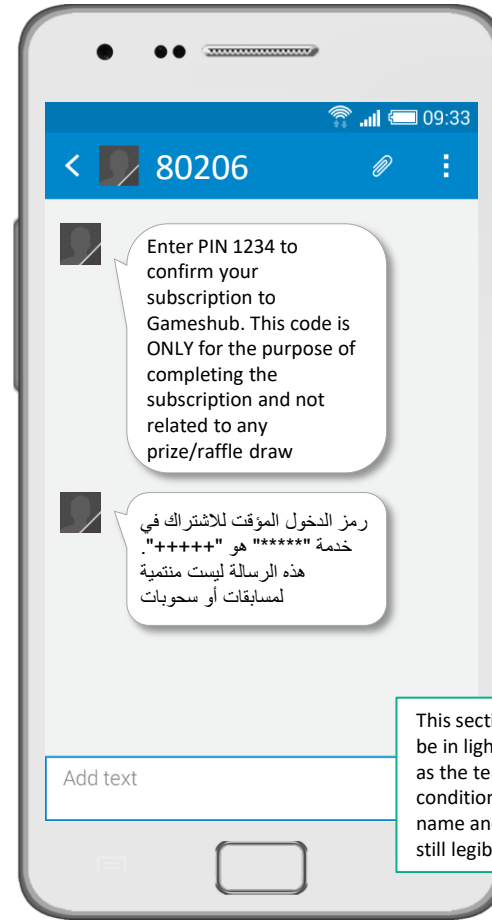
Button to change between languages must be present reasonably prominently on page

If not using header enrichment, e.g. via Wifi – include MSISDN entry box

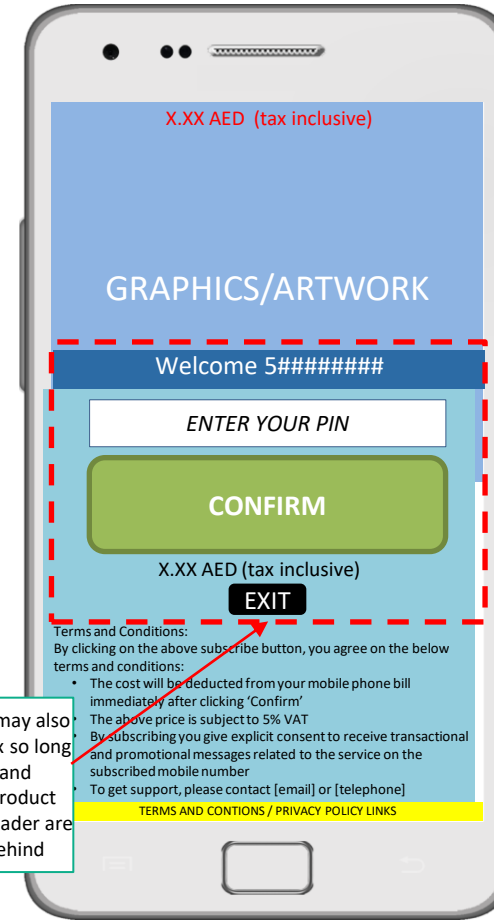
Exit button, returning user to homepage or original website



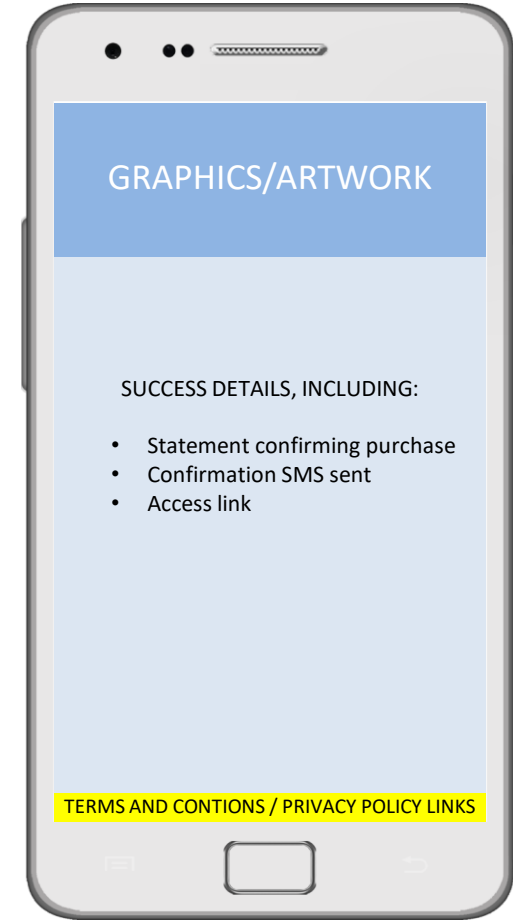
Landing Page



PIN Message



PIN Entry Page



Success Page

This section may also be in lightbox so long as the terms and conditions, product name and header are still legible behind