



Infomedia

Kingdom of Saudi Arabia Payment Experience Guides

May 2022



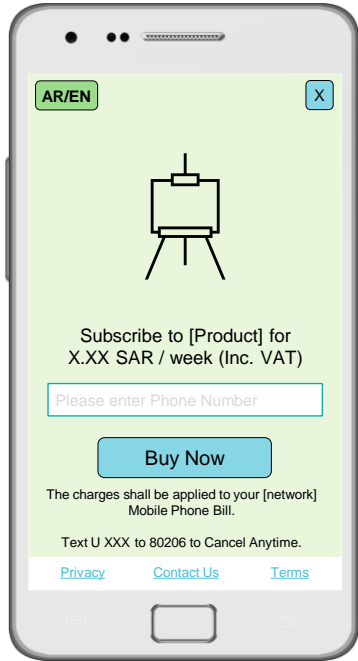
Key DCB Page Elements

The following items must be present on DCB purchase flow pages for KSA to comply with local guidelines and code of practice in regards to advertising and opt-in practices

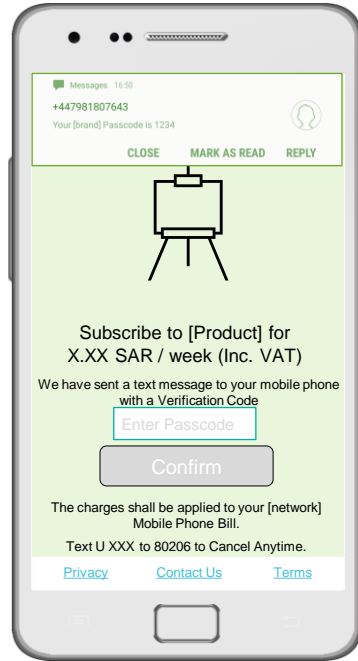
- Arabic and English languages (do not use flags to represent languages)
- SMS Pin Validation
- Price and recurring billing frequency, clearly stated and easily legible in terms of font size and contrast
- Product Name
- Statement of method of charge
- Exit/back function [x]
- Customer Support Details (can be behind link)
- Terms & Privacy Policy Link (could be single combined Terms & Privacy link)
- Buy Now/Subscribe on first CTA
- Confirm on second CTA
- Unsubscription details

Additionally, records of page views by subscribers 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 request.

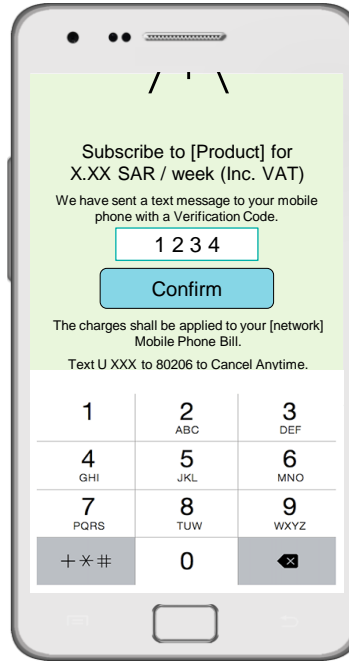
Example Compliant Page layout (EN): Saudi Arabia



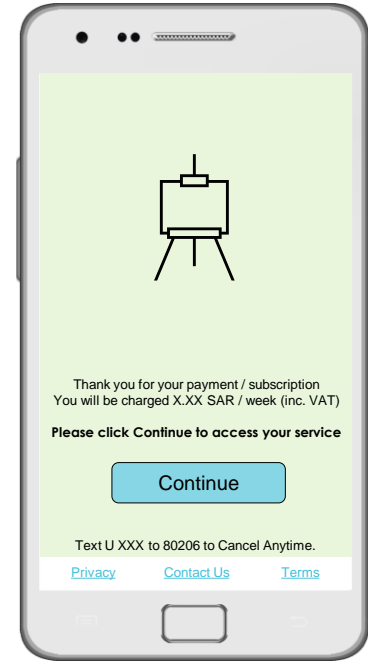
Landing Page – user enters MSISDN or detected and pre-populated



SMS Verification Code sent by Infomedia



User enters and validates Code



Success

Unsubscription

Communications and Information Technology Commission 'STOP' Message Rules

Subscriptions must be capable of being cancelled using the following methods:

1. Sending an SMS message, containing the Arabic letter (ﺉ), for services provided in Arabic, or containing the letter (U) for the services provided in English, to the number of the service subscribed to.
2. Where the subscribed service comprises a number of services and the subscriber wishes to cancel one of them, unsubscription will be made as follows: SMS message, containing the Arabic letter ﺉ then a space, and then sub-service code, to the number of service subscribed to, for services provided in Arabic.
3. SMS message, containing the English letter (U) then a space then the service code, to the number of subscribed service, for services provided in English.

SMS messages for service subscription or unsubscription as well as confirmation of such subscription or unsubscription are free of charge.