



**Infomedia**

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July 2022

# **Checkout Flow Requirements Oman**

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# Key DCB Page Elements

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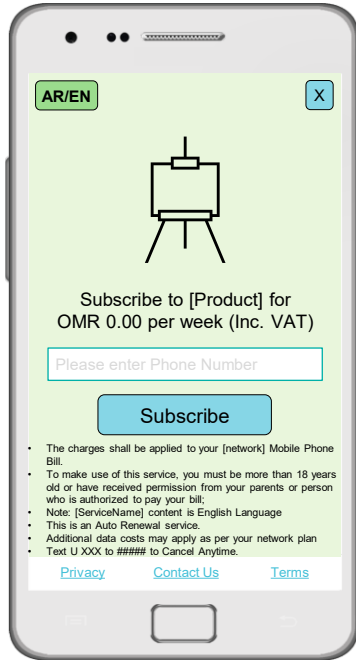
The following items must be present on DCB purchase flow pages to comply with local guidelines and code of practice in regards to advertising and opt-in practices

- Arabic and English languages (do not use flags to represent languages) – however the landing page should clearly disclose the language of the content if it is different to the landing page (e.g. if the content is largely in English, the Arabic version of the landing page must disclose this)
- SMS Pin Validation
- Price and recurring billing frequency, clearly stated and easily legible in terms of font size and contrast. 'per' must be used not '/' and frequency (day/week/month) must not be abbreviated
- Product Name
- Statement of method of charge & additional data charges per network plan may apply
- Must include phrases "*This is an Auto Renewal service*" and "*To make use of this service, you must be more than 18 years old or have received permission from your parents or person who is authorized to pay your bill*"
- 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
- All above details must be visible without scrolling
- All text must be [WCAG 2.1 contrast compliant](#)

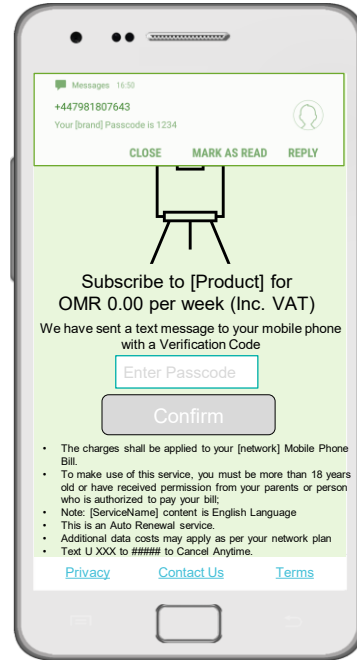
Additionally, records of page views by subscribers must be retained together with key header data such as browser and user agent, IP address, referrer URL where available, all made available to carriers and regulators upon request.

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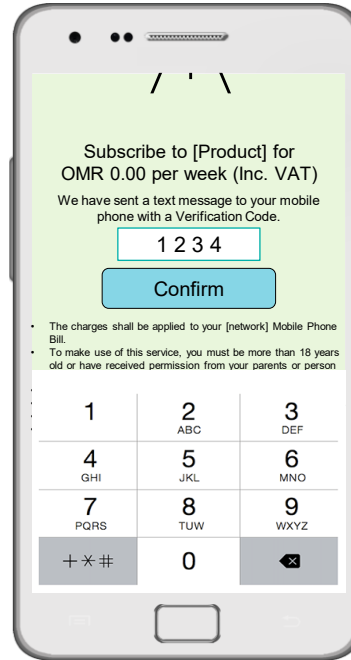
## Example Compliant Page layout



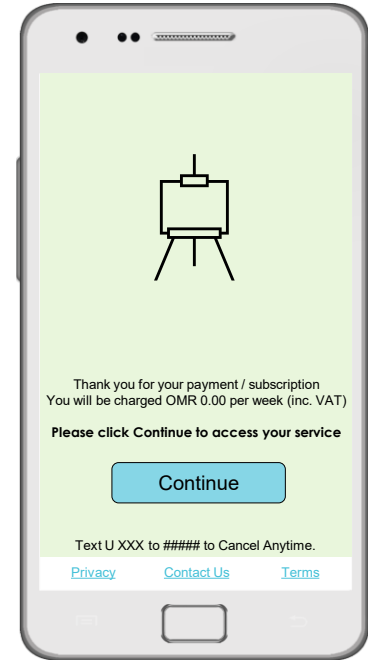
Landing Page – user enters MSISDN or detected and pre-populated



SMS Verification Code sent by Infomedia



User enters and validates Code



Success