



# infomedia

## Checkout Page Requirements

### **Kuwait**

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.

# User Checkout Pages

- All text [WCAG 2.1 contrast compliant](#)

Language switch

CTA Buttons: Subscribe > Confirm

'Subscribe to...', Service Name, Price/Frequency

Cancel button/link (goes back or goes to neutral webpage)

'Charges added to mobile' statement

'Data charges apply as per plan' statement

Auto renewal statement

Unsubscription method

CS details

Full Terms links

MagiCal Payment Checkout عربي

Enter your mobile number below to continue

+44 07894747233...

Subscribe

Subscribe to [Service] for KWD 5.99 per week

Cancel

Charges will be added to your mobile phone bill and data charges will apply as per your plan. Subscription automatically renews until cancelled. To unsubscribe send STOP XXXX to ##### For help contact [help@merchant.eml](mailto:help@merchant.eml)

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MagiCal Payment Checkout عربي

We sent an SMS with a PIN code. Please enter this below to confirm your subscription. [Request new PIN](#)

2 7 1 8 |

Confirm

Subscribe to [Service] for KWD 5.99 per week

Cancel

Charges will be added to your mobile phone bill and data charges will apply as per your plan. Subscription automatically renews until cancelled. To unsubscribe send STOP XXXX to ##### For help contact [help@merchant.eml](mailto:help@merchant.eml)

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