

Charge to Mobile UAE Framework

User Acquisition Flow Guides

v5.26 (June 2026)

Subscription PIN Flow Guide –

with success page

Price in this format only, with 'Free for 24 hours' first

Language Button must be present reasonably prominently on page

Clear and prominent Service Name

Clear and highly prominent actual service description, not part of the T&Cs and should be in reasonably close proximity to the CTA or MSISDN entry

CTA Buttons must contain as the most prominent word "subscribe" or "subscription" and reference OTP or PIN if not explicit in other adjacent text

Price in this format only, with 'Free for 24 hours' first

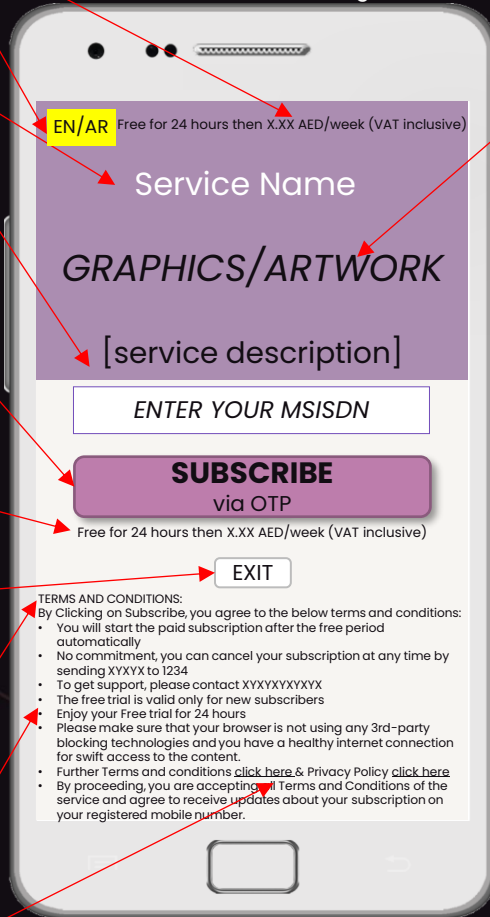
Exit button, returning user to homepage or original website

No white space between CTAs and Terms

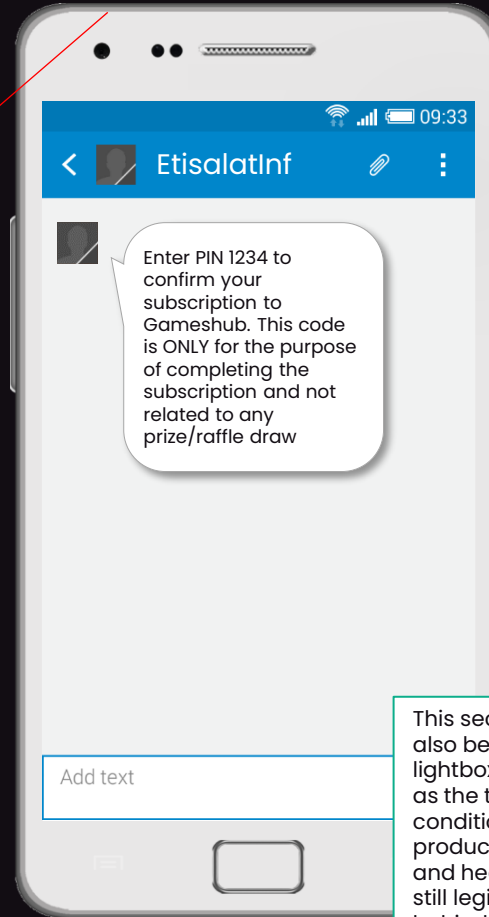
Mandatory T&Cs text and formatted as shown in bullet points with high contrast between text and background – see next slide for official translations

Links to full service terms and conditions and privacy policy

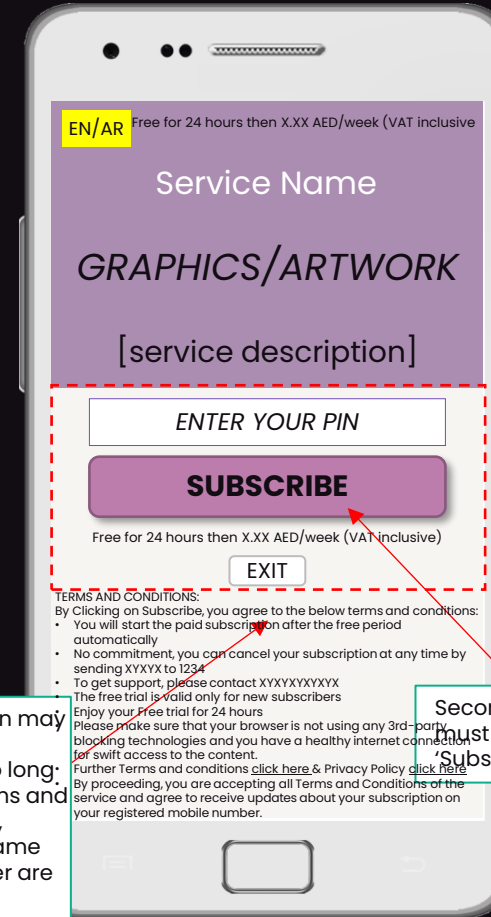
For multi-content services Graphic/Artwork must NOT focus on only on piece of service content and should show the range of content in the service



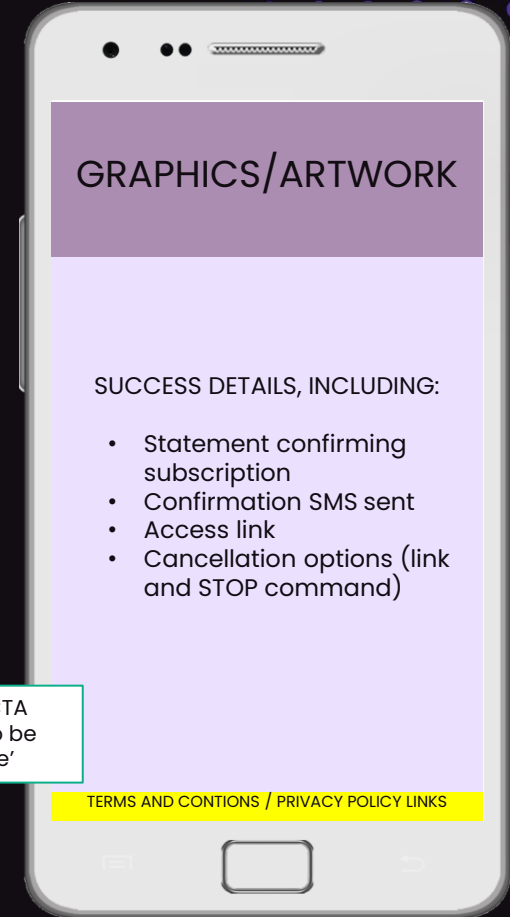
Landing Page



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

Second CTA must also be 'Subscribe'

Terms at least down to CS details here must be designed to be visible on a single page without scrolling on the majority of handset types

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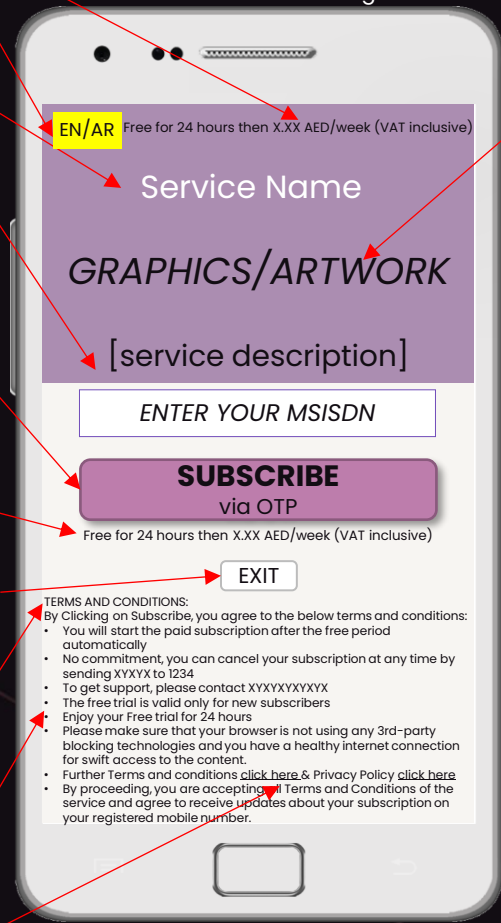
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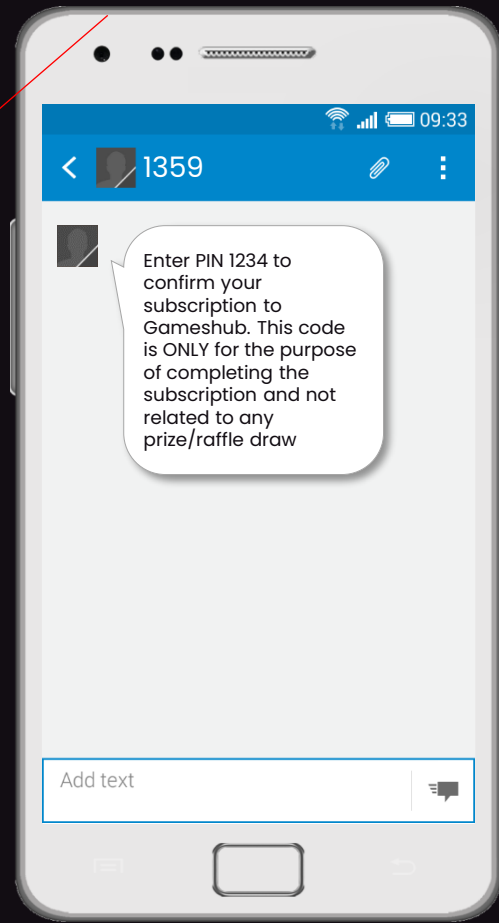
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Links to full service terms and conditions and privacy policy

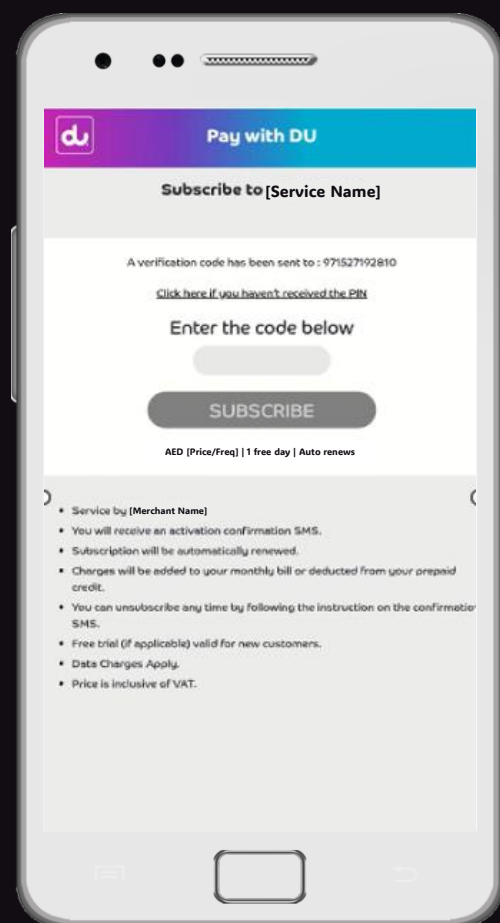
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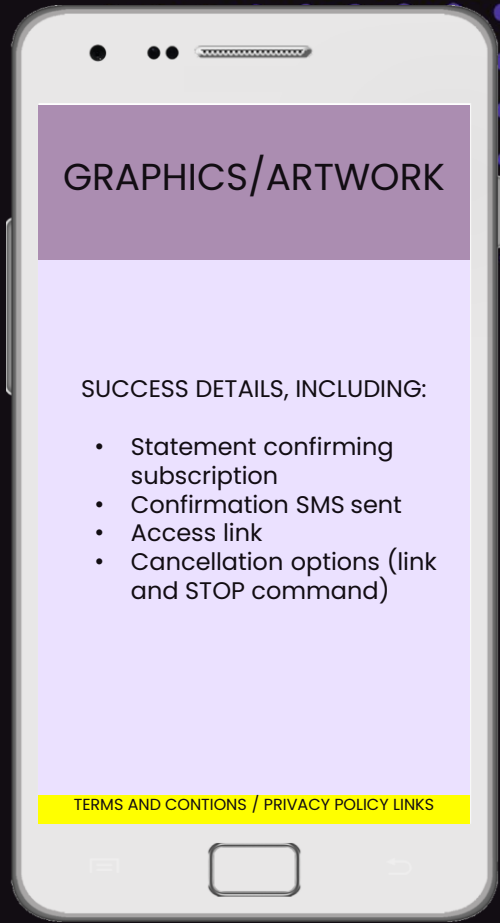
Landing Page



PIN Message



PIN Entry Page (Carrier Hosted)



Success Page

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Approved English and Arabic translations for key items and prescribed terms and conditions

Free for 24 hours then AED ***/day (VAT Inclusive)	مجاًاً لمدة 24 ساعة ! ثم سئفرض على الخدمة **** درهماً إماراتياً في اليوم شاملاً ضريبة القيمة المضافة.
SUBSCRIBE	اشترك
Exit	خروج
After clicking 'Subscribe' you will receive PIN message to Confirm your subscription.	بالضغط على 'اشترك'، سوف تتلقى رسالة تحتوي علي رمز PIN لتأكيد اشتراكك.
Free for 24 hours then AED *****/day (VAT Inclusive)	مجاًاً لمدة 24 ساعة ! ثم سئفرض على الخدمة **** درهماً إماراتياً في اليوم شاملاً ضريبة القيمة المضافة.
TERMS AND CONDITIONS:	الشروط والأحكام:
By Clicking on Subscribe, you agree to the below terms and conditions:	بالضغط على زر اشترك أعلاه، فأنت توافق على الشروط والأحكام التالية:
You will start the paid subscription after the free period automatically	سوف يبدأ الاشتراك المدفوع تلقائياً بعد فترة التجربة المجانية
No commitment, you can cancel your subscription at any time by sending XYXYX to 1234	بدون أي التزامات، يمكنك إلغاء اشتراكك في أي وقت عن طريق إرسال XYXYX إلى 1234 (e&)
To get support, please contact XYXYXYXYXYX	للحصول على الدعم ، يرجى الاتصال علي XYXYXYXYXYX
The free trial is valid only for new subscribers	التجربة المجانية صالحة فقط للمشتركين لأول مرة
Enjoy your Free trial for 24 hours	استمتع بفترة التجربة المجانية لمدة 24 ساعة
Please make sure that your browser is not using any 3rd-party blocking technologies and you have a healthy internet connection for swift access to the content.	يرجى التأكد من عدم استخدام أي تقنيات حجب من الطرف الثالث على متصفحك والتأكد من وجود اتصال إنترنت جيد لضمان الوصول السريع للمحتوى.
Further Terms and conditions click here & Privacy Policy click here	للشروط والأحكام الإضافية برجاء الضغط هنا وسياسة الخصوصية برجاء الضغط هنا
By proceeding, you are accepting all Terms and Conditions of the service and agree to receive updates about your subscription on your registered mobile number.	بالمتابعة، أنت توافق على جميع الشروط والأحكام الخاصة بالخدمة وتوافق على استلام تحديثات حول اشتراكك على رقم الجوال المسجل.

One Time Payment PIN Flow Guide – with success page



For multi-content services Graphic/Artwork must NOT focus on only on piece of service content and should show the range of content in the service

Language Button must be present reasonably prominently on page

Clear and prominent Service Name

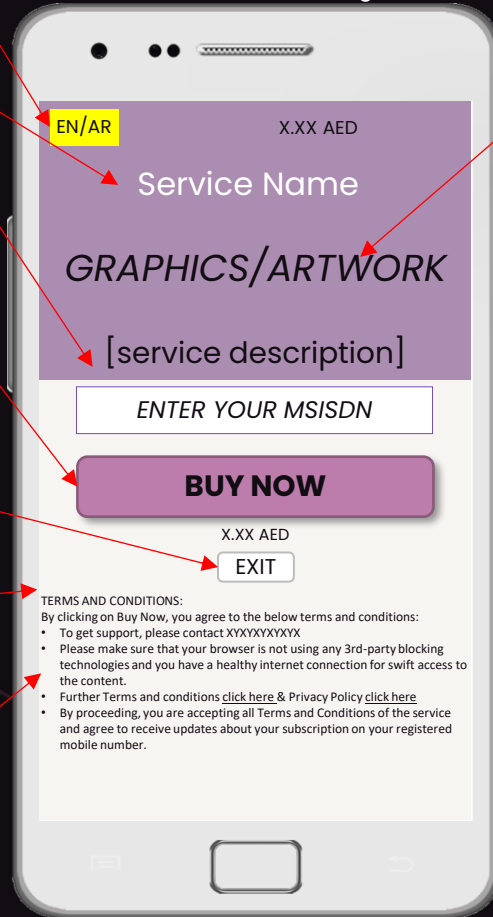
Clear and highly prominent actual service description, not part of the T&Cs and should be in reasonably close proximity to the CTA or MSISDN entry

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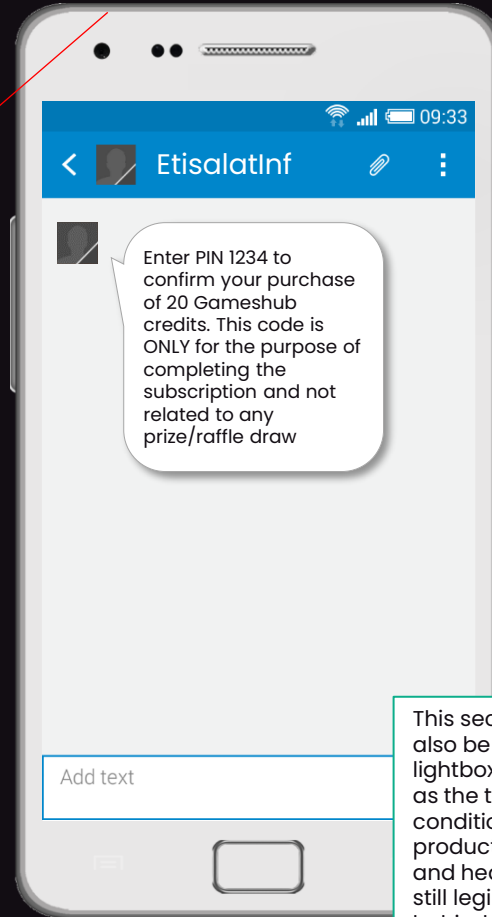
Exit button, returning user to homepage or original website

No white space between CTAs and Terms

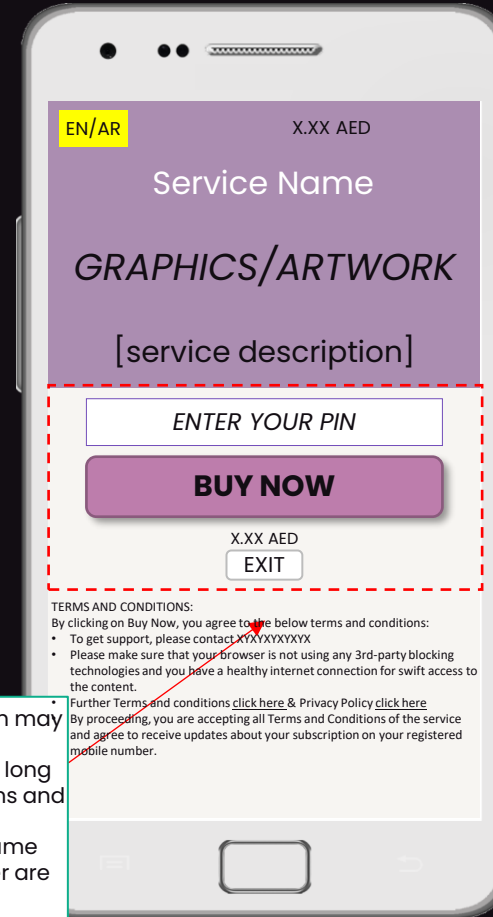
Mandatory T&Cs text and formatted as shown in bullet points with high contrast between text and background



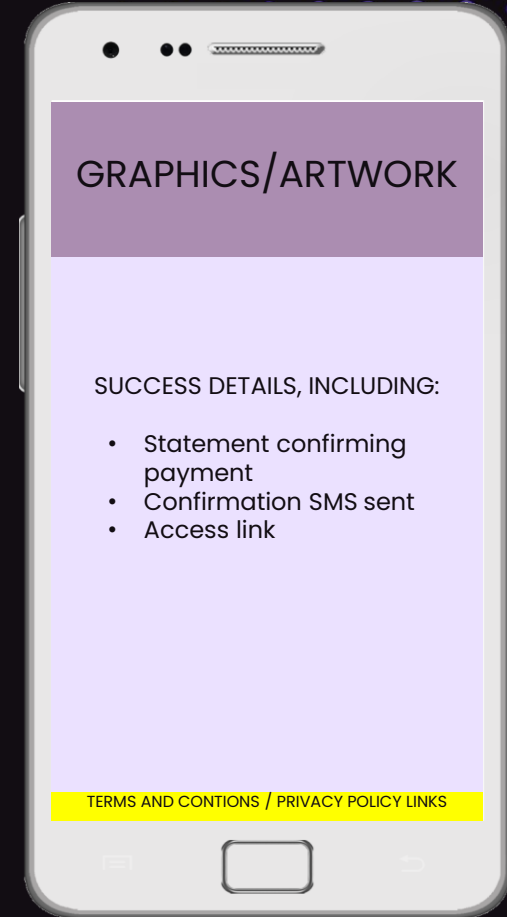
Landing Page



PIN Message



PIN Entry Page



Success Page

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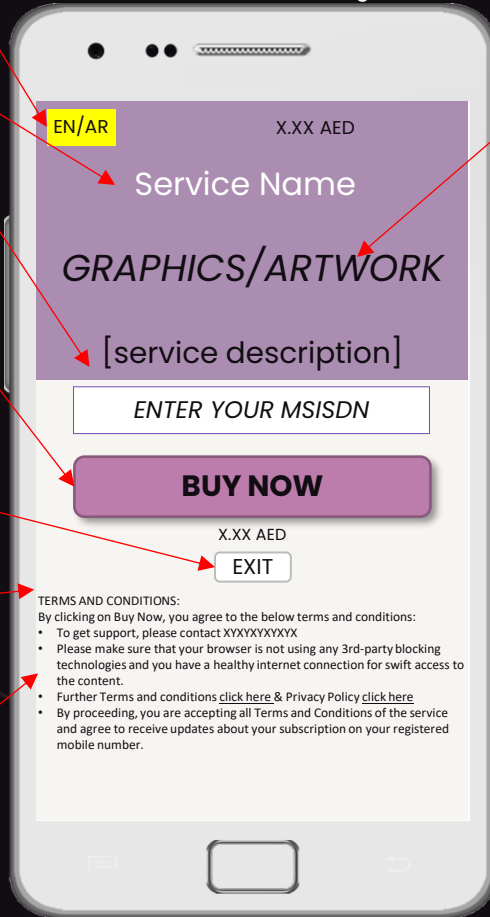
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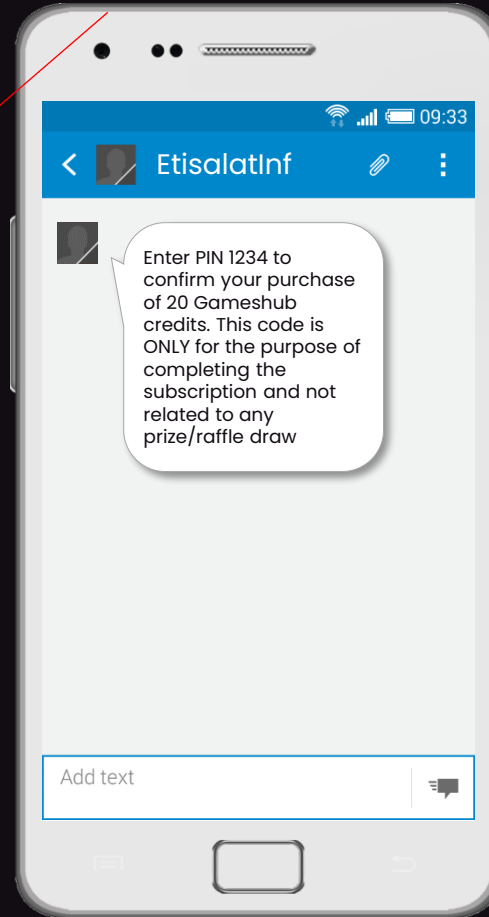
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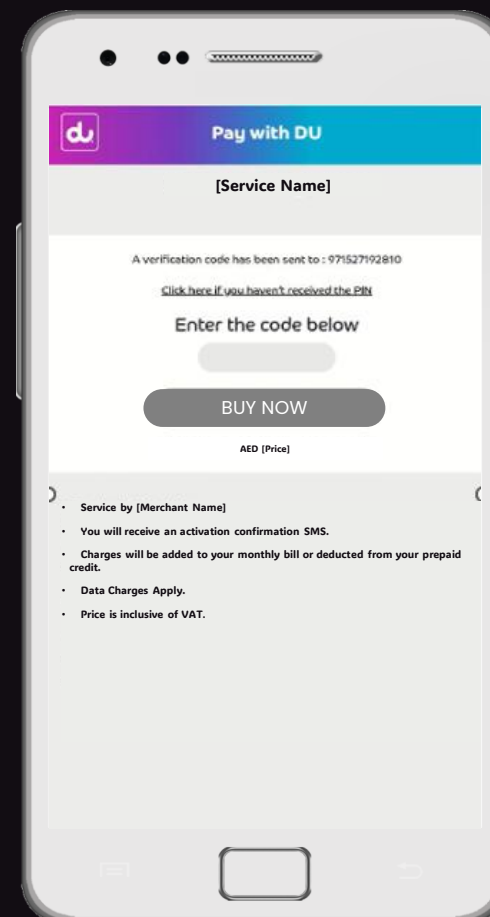
Mandatory T&Cs text and formatted as shown in bullet points with high contrast between text and background



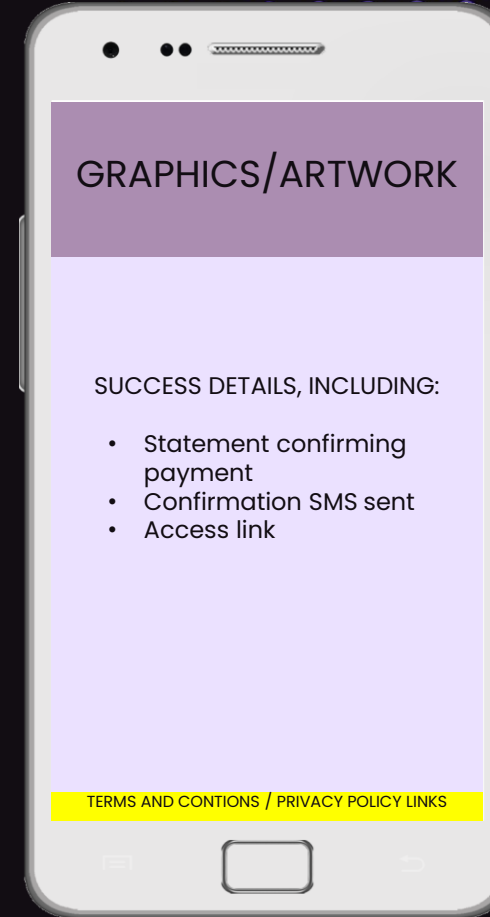
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PIN Message



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Advertising Rules

Ads must not use any sort of styles that could be misinterpreted as a functional part of a webpage or app (e.g. 'download' 'start now' button appearance and similar).

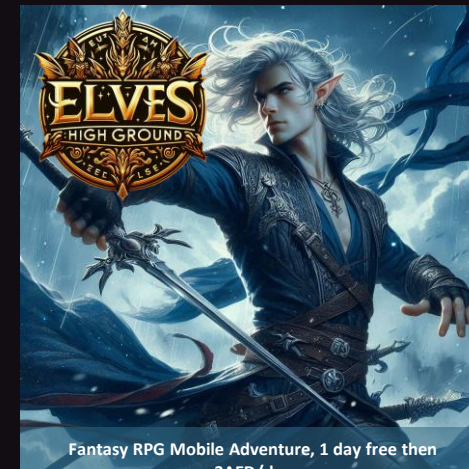
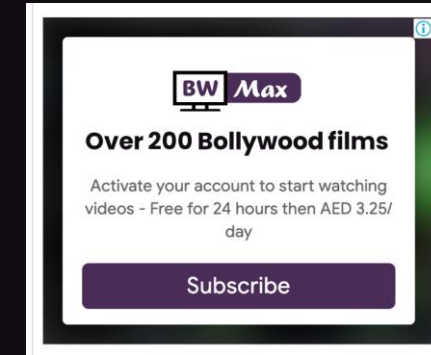
To comply with Etisalat's policy on advertising, all adverts for services must:

1. clearly identify the service they are advertising by name;
2. be relevant to the service content; and
3. include a statement of the cost of the service to the end user and free period
4. be designed to ensure the advert is clearly distinct from placement locations, for example by using a border and unambiguous wording, and not use the word 'download' or associated download imagery; and
5. make all reasonable efforts to exclude the display of Ads in educational or children's apps and websites, unless with Infomedia's consent where the service being advertised is itself primarily educational or aimed at children.

Affiliate marketing networks, where individuals promote services for third-party companies in exchange for commissions, must not be used. All service advertising must be via direct media buying from Google, Social Media services or similar direct owners of inventory.

All other 'Content and Ad Rules' on our compliance framework at <https://www.infomedia.co.uk/compliance> must also be followed.

Examples of compliant banner ads:

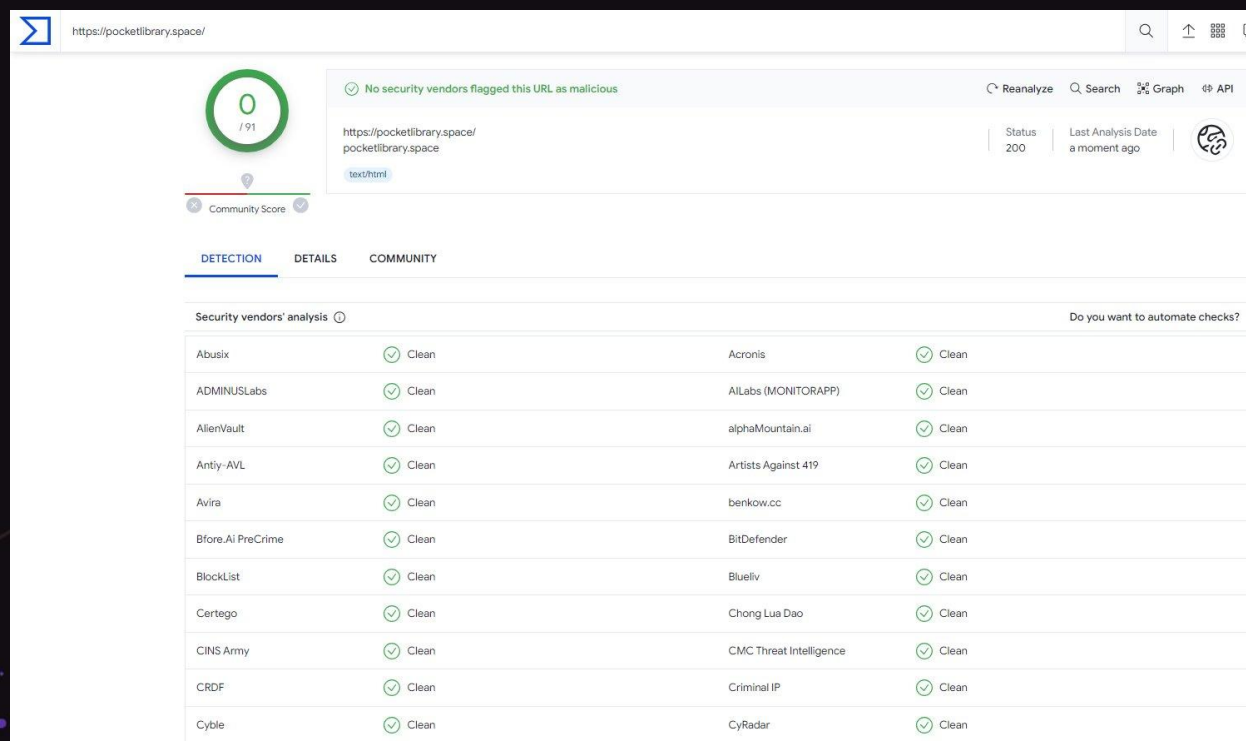


Web Security Checks –

All Landing Pages and Service website must pass checks from both Virus Total and Immuniweb

<https://www.virustotal.com/gui/home/url>

Pass = 0 risks found

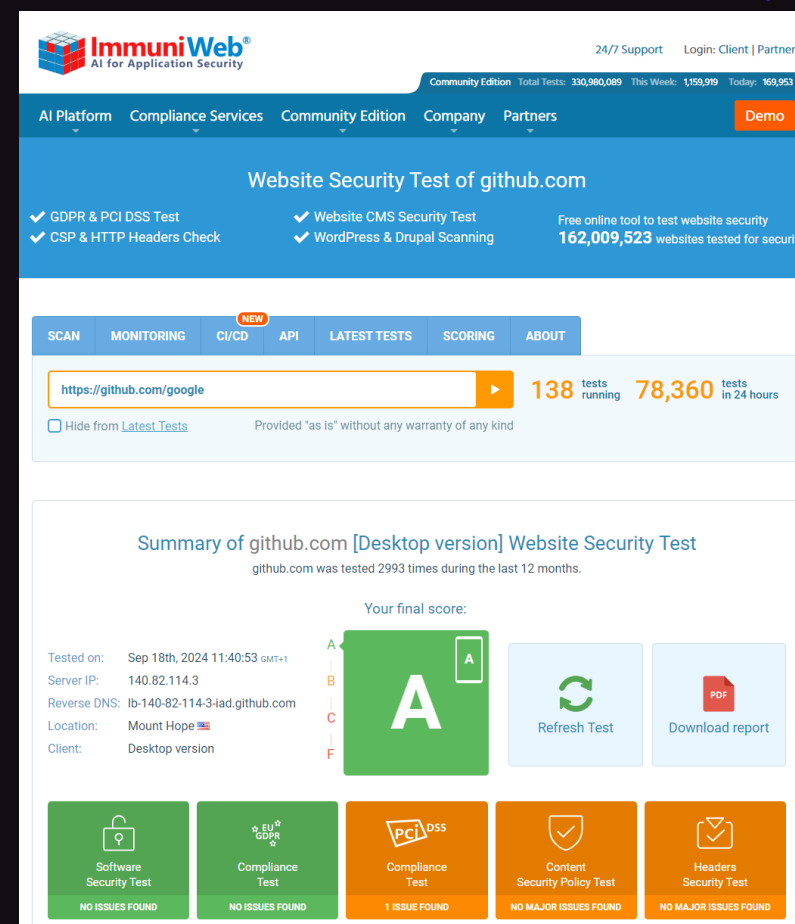


The screenshot shows the VirusTotal interface for the URL <https://pocketlibrary.space/>. A large green circle with the number '0' indicates that no security vendors flagged this URL as malicious. Below this, a table lists the analysis results from various security vendors, all of which are marked as 'Clean'.

Vendor	Result
Abusix	Clean
ADMINUSLabs	Clean
AllenVault	Clean
Antiy-AVL	Clean
Avira	Clean
Bfore AI PreCrime	Clean
BlockList	Clean
Certego	Clean
CINS Army	Clean
CRDF	Clean
Cyble	Clean
Acronis	Clean
AllLabs (MONITORAPP)	Clean
alphaMountain.ai	Clean
Artists Against 419	Clean
benkow.cc	Clean
BitDefender	Clean
Blueliv	Clean
Chong Lua Dao	Clean
CMC Threat Intelligence	Clean
Criminal IP	Clean
CyRadar	Clean

<https://www.immuniweb.com/websec/>

Pass = at least 'A' rated



The screenshot shows the ImmuniWeb website security test results for github.com. The final score is 'A', which is displayed in a large green box. The test was performed on September 18th, 2024, at 11:40:53 GMT+1. The server IP is 140.82.114.3, and the location is Mount Hope. The client used is Desktop version. The test results show that the website passed all major security tests, including Software Security Test, Compliance Security Test, PCI DSS Compliance Test, Content Security Policy Test, and Headers Security Test.

Test Category	Result
Software Security Test	NO ISSUES FOUND
Compliance Security Test	NO ISSUES FOUND
PCI DSS Compliance Test	1 ISSUE FOUND
Content Security Policy Test	NO MAJOR ISSUES FOUND
Headers Security Test	NO MAJOR ISSUES FOUND

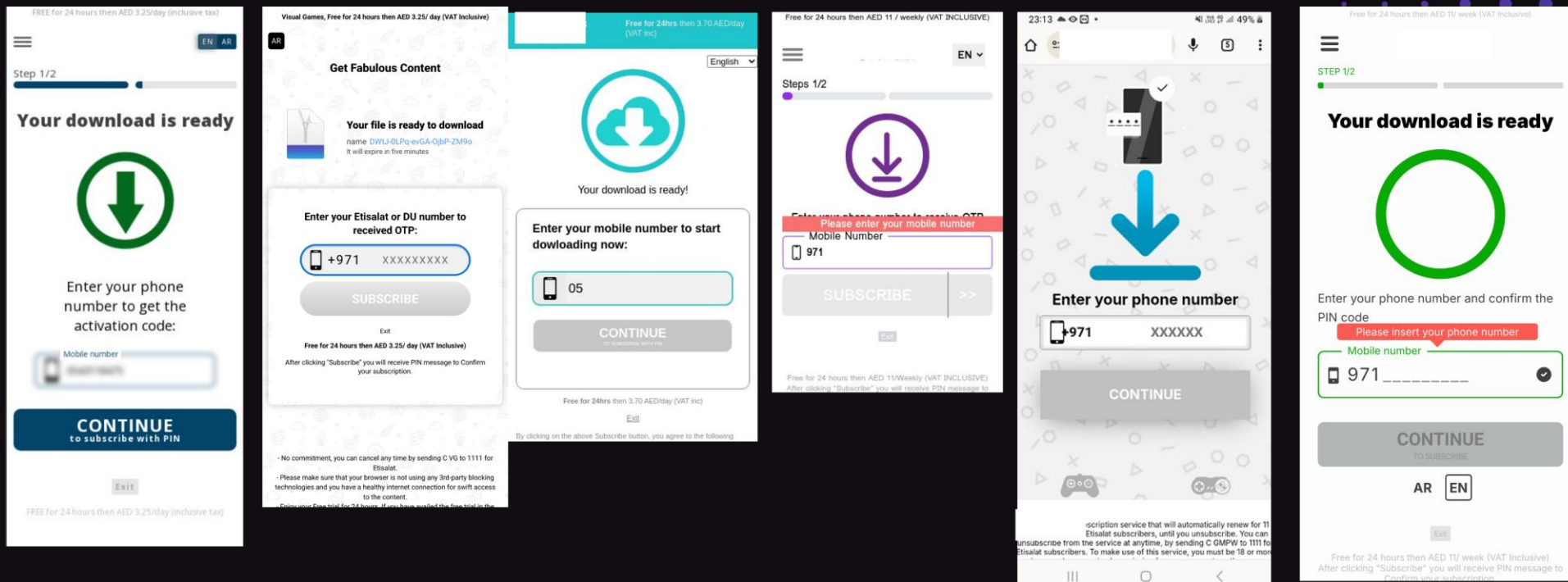
Additional Notes/Common Issues

- **Service Description** should be factual not promotional, e.g.:
 - ✓ *"VideoHub is a multicultural streaming service with 200+ films and documentaries"*
 - ✗ *"Come and enjoy your favourite videos on VideoHub"*
- **Full Terms and Conditions** must not be drafted as a form of legal contract – must be limited to basic terms of use and references to laws or jurisdiction must be for the UAE.
- **Privacy Policy** may reference other jurisdiction's laws, but must make it clear the applicable law for UAE consumers is UAE data protection law
- **Service access links** must not link the user back to the subscription page – the subscription flow cannot be used as a service login function – a separate login function/page must be provided. A raw MSISDN must not appear in the service access link url. Best practice is to provide a unique access url or send an auto-created username and password for service access.
- **Account Creation:** Services that require the user to create an account / login credentials for access must either:
 - Automatically generate a username and password and send to the user via SMS (whether or not the user can then change these credentials afterwards); or
 - Automatically churn any subscribed user who has not created an account after 1 month.
- **User Data Storage:** Services that store user generated data (user generated images or content, tracking users progress on a fitness app or learning courses) should use a username/password for service login (MSISDN/PIN is acceptable)

Appendix: Prohibited Page/Ad Designs

It is prohibited to design pages and/or adverts that focus on 'download now', 'download is ready' 'Start to Continue' or similar designs that may mislead customers into believing the payment experience is related to the functionality of the location of advertising placements, examples of prohibited styles are below

Examples: Prohibited Landing Page Designs



Examples: Prohibited Ad Designs

