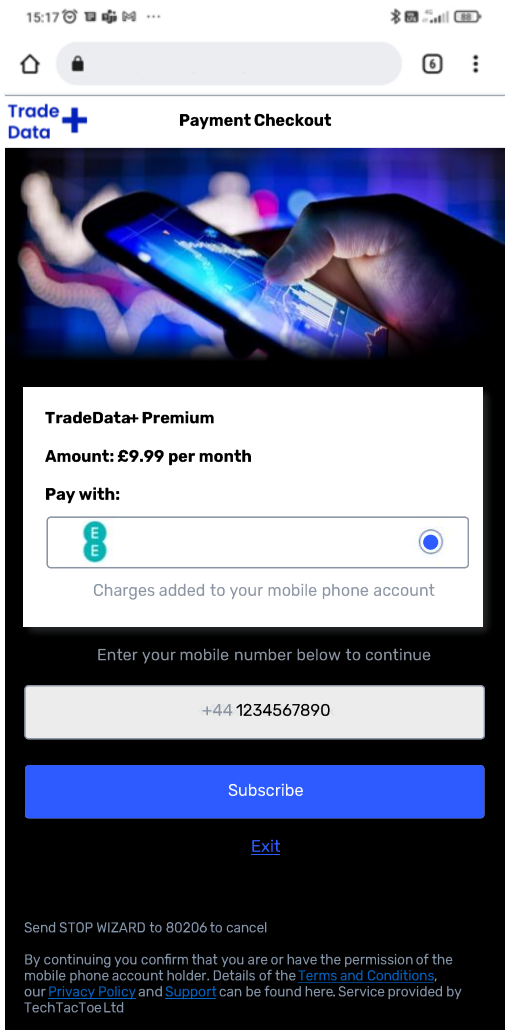
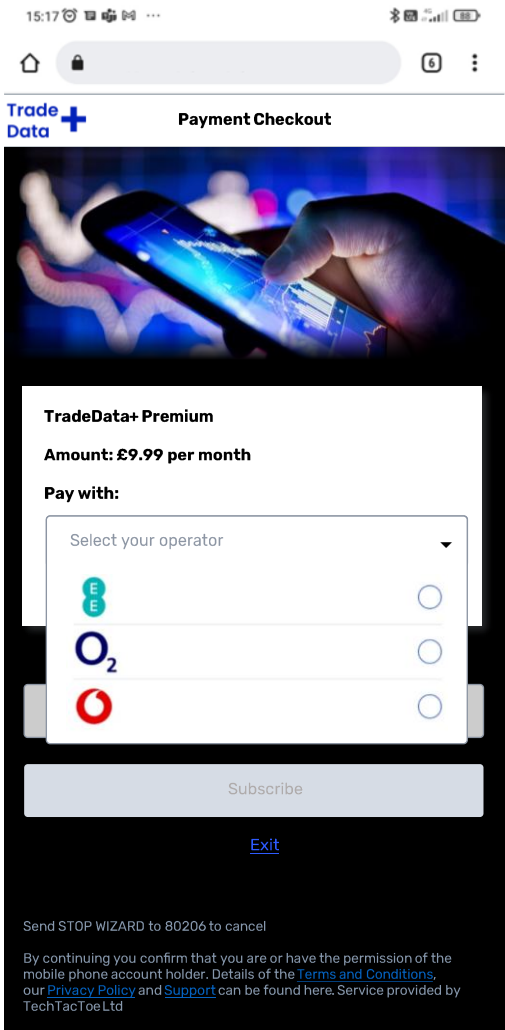
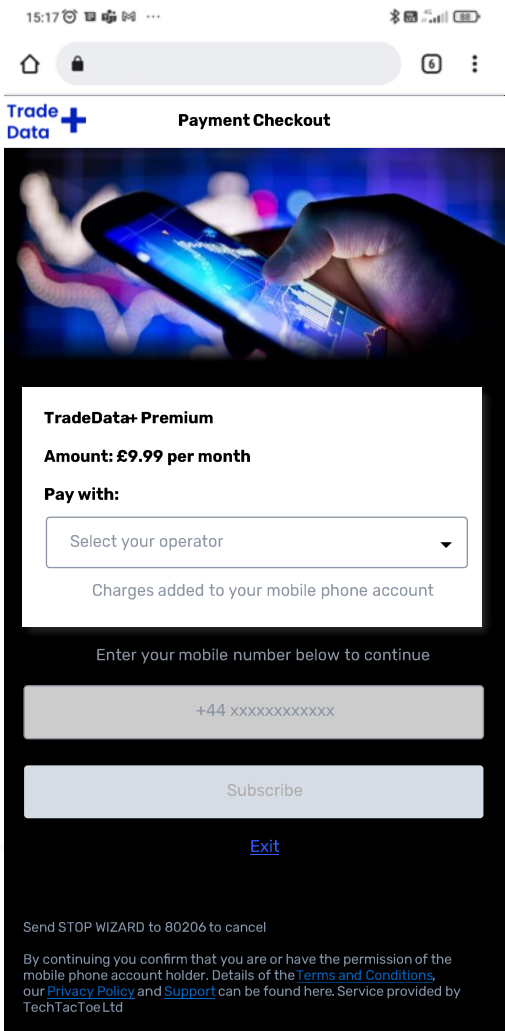




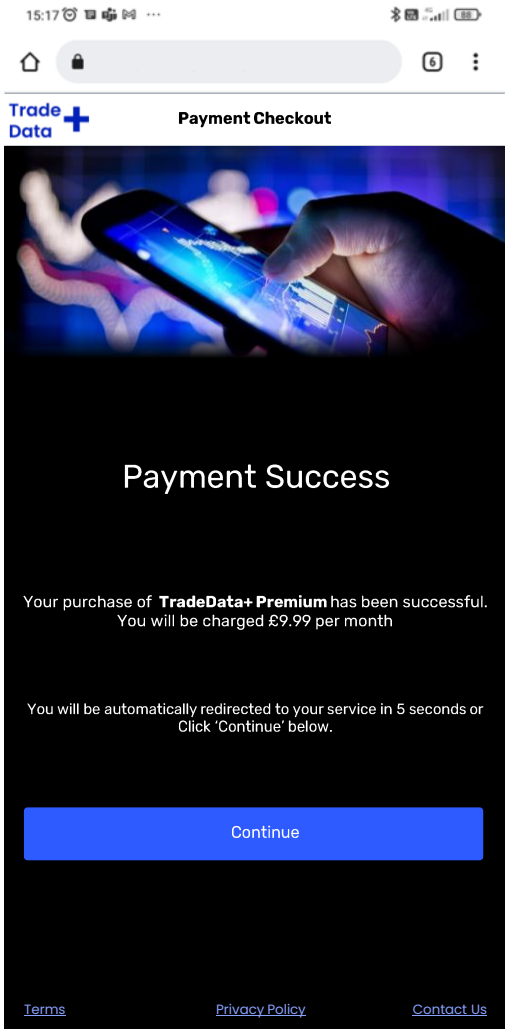
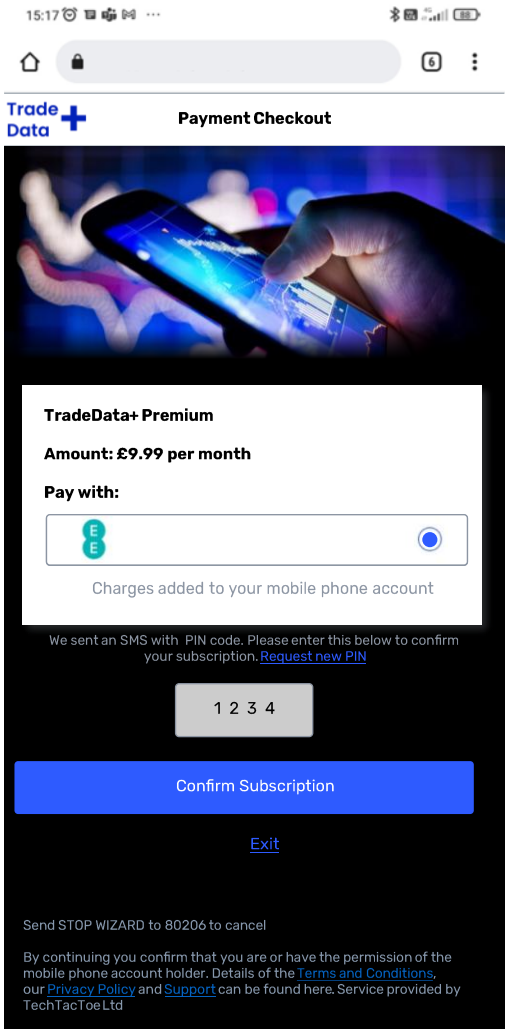
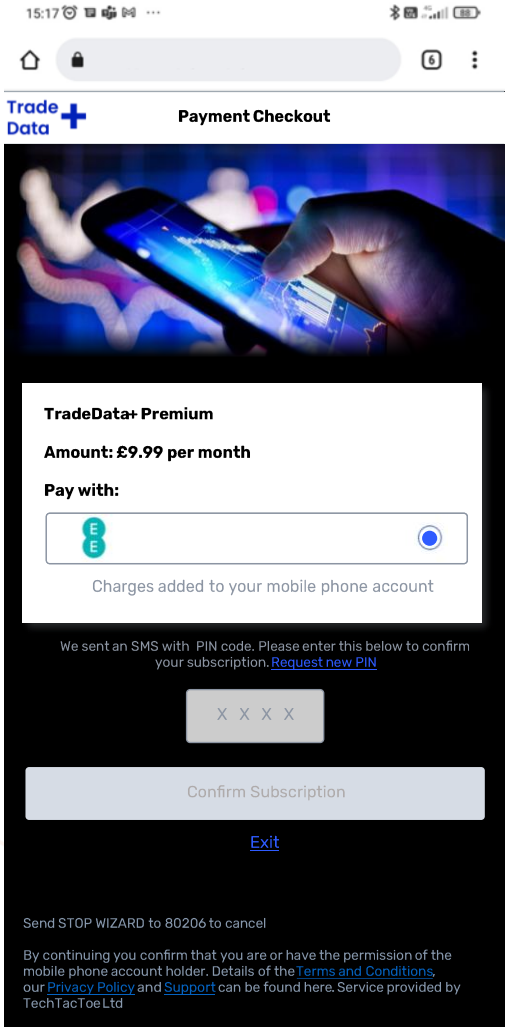
UK Checkout Pages – Hosted by Infomedia

V1.3.1 Sep 2026

Landing to MSISDN Entry



PIN Entry to Success



Infomedia Checkout Pages – UI Customisation Options

Service 'Icon'
max dimensions: 250 x 100

Hero Image

Hero Image margin, subject to maintaining a 'non-scrolling' page for majority of common devices

Background (inc. footer background – same colour)

CTA & MSISDN/PIN box colour (
Widths and style (e.g. rounding) of boxes
Size of fonts (subject to min/max requirements)
Colour of Text, subject to contrast limits

T&Cs text colour*

T&Cs/Cancel hyperlink colour*

The screenshot shows a mobile checkout page for TennisTV. At the top, there's a header with the TennisTV logo and the text 'Payment Checkout'. Below this is a hero image showing five tennis players in action. The main content area has a white background with the text 'Tennis TV Test Prod' and 'Amount: £0.10 per week'. There's a 'Pay with:' section showing a dropdown menu with the EEE logo. Below this, it says 'Charges will be added to your mobile phone account/bill.' The next section is a form to 'Enter your mobile number below to continue', with a text input field containing '+44' followed by dashes. Below the form is a large grey 'Subscribe' button. At the bottom, there's a blue 'Exit' link. Red arrows from the left labels point to the following elements: 'Service Icon' points to the TennisTV logo; 'Hero Image' points to the hero image; 'Hero Image margin' points to the space between the hero image and the main content; 'Background' points to the white background of the main content area; 'CTA & MSISDN/PIN box colour' points to the 'Subscribe' button; 'T&Cs text colour' points to the 'Exit' link; and 'T&Cs/Cancel hyperlink colour' points to the 'Terms and Conditions' link in the footer.

TennisTV Payment Checkout

Tennis TV Test Prod

Amount: £0.10 per week

Pay with: 

Charges will be added to your mobile phone account/bill.

Enter your mobile number below to continue

+44 _____

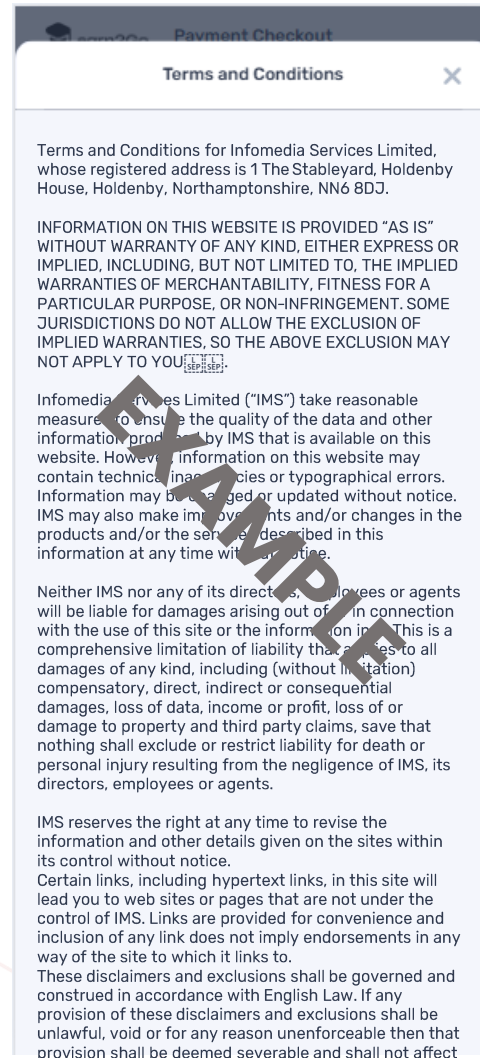
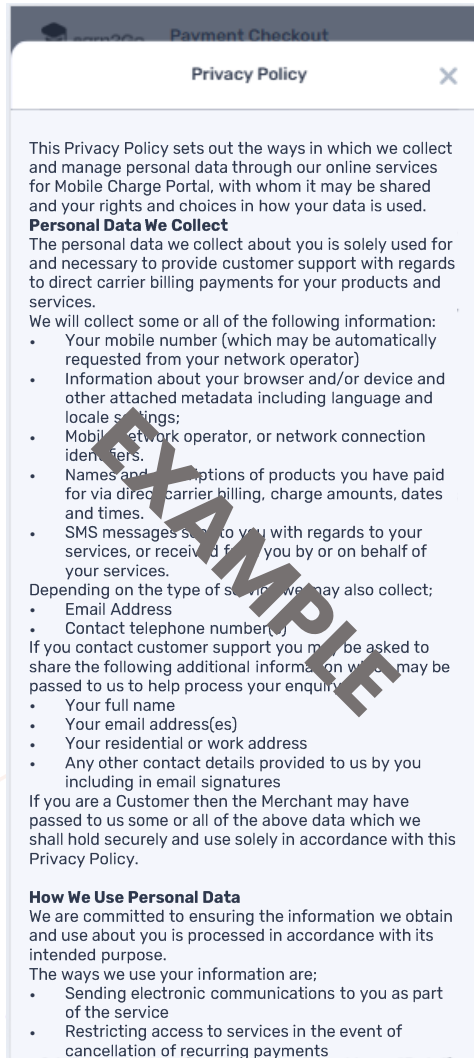
Subscribe

[Exit](#)

By continuing you confirm that you are or have the permission of the mobile phone account holder. Details of the [Terms and Conditions](#), our [Privacy Policy](#) and [Support](#) can be found here.

*Contrast ratio between any custom background and text must be at least 3:1

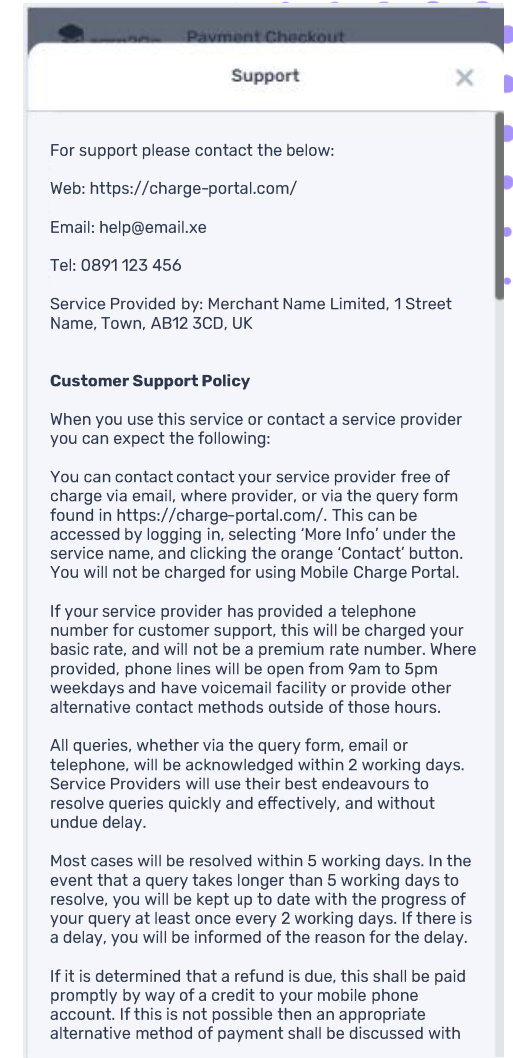
Infomedia Checkout Pages – Terms, Privacy & Support



Required text & self-help portal

Your contact details (telephone optional) and full name and address (as registered with OfCom)

Mandatory basic customer support policy (regulatory requirement to display) – shortened end user facing version of our full CS Policy incorporated into contract



Your **Privacy Policy** & full **Terms & Conditions** for the service, provided to us as text

Infomedia Checkout Pages – UI Customisation Options Sheet

Ref.	Common Name	Setting	Format	Notes/Compliance
1	Page Background Colour		Hex code	
2	Hero ImageFade		Yes or no	Whether the background colour fades over the hero image
3	Pricing Block Shape		px	The four border-radius will be this value
4	MSISDN/PIN Entry Box: Outline Colour		Hex code	
5	MSISDN/PIN Entry Box: Shape		px	The four border-radius will be this value
6	MSISDN/PIN Entry Box: Width		% (of page width)	Note: CTA is 100% of page width (with padding)
7	MSISDN/PIN Entry Box: Height		px	No less than CTA height
8	MSISDN/PIN Entry Box: Font size		px	
9	MSISDN/PIN Entry Box: Font Colour		Hex code	
11	CTA: Colour		Hex code	
12	CTA: Shape		px	The four border-radius will be this value
13	CTA: Font size		px	Minimum: 15px, Maximum: The size of the CTA font will be matched by the size of the price font, so if the CTA font is increased to 14pt, the size of the price will also be increased to 14pt
14	CTA: Font Colour		Hex code	Must be 3:1 contrast ratio to CTA colour
15	"Enter your mobile nubmer..." text Font Colour		Hex code	Must be 3:1 contrast ratio to page background
16	STOP/Terms Font Colour		Hex code	Must be 3:1 contrast ratio to page background
17	Cancel Hyperlink Font Colour		Hex code	Must be 3:1 contrast ratio to page background
18	Footer Hyperlinks Font Colour		Hex code	Must be 3:1 contrast ratio to page background

Regulator registration

All merchants AND any third parties providing advertising services where they have significant control over the content and methods of advertising must be registered with the UK regulator Ofcom

<https://www.ofcom.org.uk/phones-and-broadband/mobile-phones/operating-a-premium-rate-service/>

Infomedia will fill out the requisite forms on our merchants' behalf using information gathered in our due diligence and service setup process, however (unlike under the previous regulatory regime) Infomedia cannot submit these forms on merchant's behalf.

One particular new requirement compared to the previous regulatory process is that each company involved in the DCB value chain must provide details of an 'Authorised Person' who is responsible for one or more of five key areas of business operations (insofar as relates to DCB services):

1. The single point of contact for all official OfCom notifications
2. Responsibility for Due Diligence and Risk Assessment & Control
3. Responsibility for (Cyber) Security Testing
4. Responsibility for Customer Support policies + procedures
5. Responsibility for Vulnerable Customers Support policies + procedures

We will provide the filled out forms to merchants for checking and submission to Ofcom. This must be done at least 5 days before services go live, and some carriers may require the full completion of the registration process so that the merchant and services appear on the [PRS Register](#).

