

mVAS/DCB ADVERTISING COMPLIANCE

Reduce complaints, fines and brand damage

MOBILE CARRIER RULES & CODE OF CONDUCT Rules vary between different MNOs, but may include:

NO HEADER-ENRICHED FLOWS

Preventing pre-population of the consumer's MSISDN), and/or MSISDN pass through.





Most carriers require Double Opt-in for

PIN VERIFICATION

Consent to Charge, with many requiring PIN-verification.



Some carriers may restrict online payment to only using direct carrier billing, rather than PSMS



GENERAL COMPLIANCE REGULATIONS The following compliance regulations are becoming standard across different markets

Further proof of Consent to Charge a

CONSENT TO CHARGE

consumer may be required by utilising an auditable third-party PIN provider.





Utilising the services of a fraud-blocking

ANTI-FRAUD SOLUTIONS

provider is also mandated in a growing number of markets.

REGULATIONS Advertising should not be misleading either deliberately or with the omission of key information, this includes:

AD COMPLIANCE

FALSE / EXAGGERATED CLAIMS



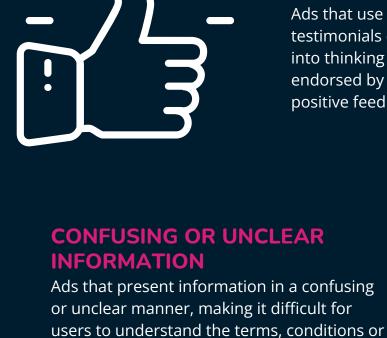
Ads that make false or exaggerated claims about the features, benefits, or pricing.

functionality of the service. For example, an ad may depict a mVAS service as a legitimate

mobile app when it is actually a scam or



service, leading users to believe that a product or service is free or low-cost.



malware.

TESTIMONIALS



implications of a purchase or subscription.



Not always prohibited, but things to watch...

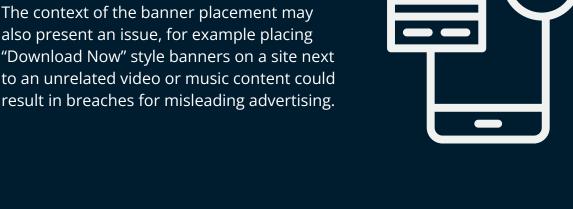
TARGETING CHILDREN

services being directly advertised to children.

customers or business.

for more information.

BANNER PLACEMENT The context of the banner placement may also present an issue, for example placing "Download Now" style banners on a site next







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on service flows, enabling our clients to act quickly before it adversely impacts their

