

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.



PIN VERIFICATION

Most carriers require Double Opt-in for Consent to Charge, with many requiring PIN-verification.

DCB ONLY

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

CONSENT TO CHARGE

Further proof of Consent to Charge a consumer may be required by utilising an auditable third-party PIN provider.



ANTI-FRAUD SOLUTIONS

Utilising the services of a fraud-blocking provider is also mandated in a growing number of markets.

AD COMPLIANCE REGULATIONS

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

FALSE / EXAGGERATED CLAIMS

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



HIDDEN CHARGES OR FEES

Ads that do not clearly disclose all the charges or fees associated with the service, leading users to believe that a product or service is free or low-cost.

MISREPRESENTATION OF PRODUCTS OR SERVICES

Ads that misrepresent the nature, quality or 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 malware.



FALSE ENDORSEMENTS OR TESTIMONIALS

Ads that use fake endorsements, testimonials or reviews, misleading users into thinking that a product or service is endorsed by reputable sources or has positive feedback when it does not.

CONFUSING OR UNCLEAR INFORMATION

Ads that present information in a confusing or unclear manner, making it difficult for users to understand the terms, conditions or implications of a purchase or subscription.



Not always prohibited, but things to watch...



TARGETING CHILDREN

Promotions directed at minors are generally discouraged. Whilst not always enforced, EU countries are subject to blanket restrictions on subscription services being directly advertised to children.

BANNER PLACEMENT

The context of the banner placement may also present an issue, for example placing "Download Now" style banners on a site next to an unrelated video or music content could result in breaches for misleading advertising.



Our MCP SCANNER platform monitors mVAS advertising flows on mobile networks in geos around the world. It identifies any compliance issues or fraudulent activity in service flows, enabling our clients to act quickly before it adversely impacts their customers or business.

Speak to your account manager or visit mcpinsight.com/mcp-scanner/ for more information.