

Please find below the most important issues and changes required for the new CoC, the deadline is December the 1st 2013 to implementation.

- Detailed advertising guidelines
 - No misleading advertising
 - Service name always recognizable
 - No subscription activation via a banner
 - ...
- Mandatory log recording (wap/mobile)
 - Date and time of the end user's access to the landing page
 - URL of the landing page and screenshot of the landing page (hardcopy)
 - MSISDN
 - User agent
 - Date and time of the click on the activation button
 - Date and time of the subscription activation
 - Date and time of the welcome message
 - Welcome message text
- Mandatory log recording (web)
 - Date and time of the insertion of the MSISDN in the landing page
 - URL of the landing page and screenshot of the landing page (hardcopy)
 - MSISDN
 - Date and time of the PIN code message
 - Date and time of the click on the activation button
 - Date and time of the subscription activation
 - Date and time of the welcome message
 - Welcome message text
- No redirections to other services
- **User experience wap mobile**
 - Only ABBONATI, CLICCA E ABBONATI, ACQUISTA and CLICCA E ACQUISTA are authorized in the activation button
 - Only specific text and wording available in the header of the landing page
 - The price must always be displayed just above the activation button
 - Layout (pages 31, 32 and 33)
 - ANNULLA button
 - Selfcare area and profile management (pages 45 and 46)

