

Annex B: Screenshots of Purchase Process

| Description | Screenshots |
|--|--|
| <p>Purchasing Process</p> <p>Step 1: Consumer would click on ads in Facebook / GoogleAd.</p> <p>Focus is on the discount and shoes.</p> |  |

Purchasing Process

Step 2: Consumer were led to a 'product' page of the website.

Focus is on the discounts and shoes. There was no notice provided to consumers that they were unable to purchase shoes at the advertised price without first subscribing to Fashion Interactive's "VIP Club" membership with recurring monthly fees.

-101564259-wine.html

67%

HOME WHAT'S NEW SHOP ALL CLUB GLAM MAG GLAM STORY CONTACT US

HOME / SHOP ALL / HEELS / MERIDA

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MERIDA

VIP Price **S\$59.95**

Regular Price: ~~S\$119.00~~

Turn heads when you make a swanky style statement in these gorgeous two-toned dual strapped heels. Perfect with dark coloured dresses, or jewel toned separates, this number is definitely a style keeper!

SHOP WITH CONFIDENCE

OTHER COLOURS / SIMILAR STYLES



SELECT YOUR SIZE *

34 35 36 37 38 39

* Required Fields

See Guide

FREE EXCHANGE

CHECK OUT

STYLE IT LIKE THIS...



PAIR IT WITH



It's all about flattering silhouettes and bold choices.

SHOE DETAILS

PRODUCT CODE: GUM-00-101504259-WINE

- Shoe Type: Heels
- Shoe Style: Ankle Strap, Heeled Sandals, Block Heels
- Toe Type: Open Toe
- Occasion: Cocktail Hour, Date Night
- Material Description: Polyurethane (PU)
- Heel Height: 9.5cm
- Platform Height: 1cm
- Care Tips:
 - Wipe light marks with a soft cloth

REVIEWS

95% of members who purchased this style recommend it.

STYLE 
COMFORT 
QUALITY & VALUE 

Recommended by: Aimee
"lovely shade of red"

WRITE YOUR OWN REVIEW

ONLY USERS WHO BOUGHT THIS ITEM CAN WRITE A REVIEW.

Purchasing Process

Step 3: Payment page

Consumers were led to believe that they were consenting to a one-off purchase of shoes when they clicked on the "PLACE YOUR ORDER" button at the payment page.

Under the prominent, boldly-coloured "PLACE YOUR ORDER" button was a small check box with an "opt-in" sentence.

CCCS found the "opt-in" sentence failed to adequately inform consumers that by clicking on the check box they would be consenting to Fashion Interactive's membership terms and recurring monthly fees.

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NEW MEMBER EXCLUSIVE! GET 50% OFF YOUR FIRST ITEM + FREE SHIPPING

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1. SHIPPING DETAILS

[ALREADY A MEMBER?](#)

First Name*

Last Name*

Country: Singapore

Shipping Address* (Home or Office)

PostCode:* (0/0)

Contact Number* (0/8)

Email*

We will only contact you if we have a question about the delivery

2. SECURED PAYMENT DETAILS

SECURE CREDIT/DEBIT CARD PAYMENT

The Glamorous encryption protocol (Secure Socket Layer) allows the encryption of information during internet transmission

Name on Card*

Credit Card Number* (0/16)

Expiration Date*
Month Year

Card Verification Number* (0/3)
 What is this?

Your credit card statement will read "MYGLAMOROUS.SG 31589979" or "ALW"MYGLAMOROUS.SG 31589979"

PLACE YOUR ORDER >

I acknowledge that I am 18 years of age or older and agree to the [Terms and Conditions of Glamorous and its membership terms](#); and I accept to be charged \$59.95 monthly for 1 credit.

Further, CCCS found that the need to click on the check box could be bypassed.

For consumers who did not click on the check box and attempted to complete the transaction by clicking on the "PLACE YOUR ORDER" button, a pop-up box would appear asking for the consumers' consent to agree to the Terms and Conditions.

CCCS found that in this pop-up box, key information stating that the consumer agrees to subscribe to the membership and be charged a recurring monthly fee, was omitted. Consumers who proceeded to click the "I agree" button, did not know that they had consented to be charged a recurring monthly fee.

