

## **User-Centric Business Practices for Services**

Boosting user support, trust, and confidence is key for dating and social discovery services. These practices ensure alignment with requirements, enhancing credibility and fostering innovation.

By adhering to these practices, services can prioritise user satisfaction, build trust, and create an environment conducive to growth and innovation.

### **Clear Communication:**

- Explain services, payments, and usage upfront and in clear, easily understandable language.
- Eliminate misunderstandings and ambiguity.
- Provide a straightforward and informative sign-up process.

### **Transparent Terms & Conditions (T&Cs):**

- Ensure T&Cs are user-friendly and legally sound.
- Offer accessible information on services, payments, and data use.
- Enhance user understanding with helpful prompts.

### **Honest Advertising:**

- Adhere to truthful, legal, and fair marketing practices.
- Avoid misleading information and context.

### **Payment Clarity:**

- Clearly outline service offerings and payment options.
- Highlight subscription terms, auto-renewal, and cancellation policies. Keep abreast in developments in Consumer Protection in the jurisdictions in which the service operates.
- Clarify any usage-based or variable charges.

### **User Identity and Privacy:**

- Clearly communicate user identity policy.
- Explain data use, retention, and profiling.
- Provide easy profile removal and data erasure options.

### **Genuine Profiles:**

- Strive to ensure profiles are authentic and not misleading.
- Do not create fake profiles or advertising to drive subscriptions.

**Easy Cancellation:**

- Allow users to cancel memberships or subscriptions hassle-free and in a manner similar to how they signed up.
- Provide clear instructions for cancellation and profile removal.
- Process cancellations promptly and confirm.

**Accessible Support:**

- Share contact details for user inquiries.
- Provide accessible refund policies for paid services.
- Handle complaints and queries efficiently.

**Compliance and Resources:**

- Stay informed about relevant laws and regulations.
- Reference relevant guidance and legislation to ensure compliance.
- Utilise resources for auto-renewal practices and consumer rights.