

6 of 11 sign-up flows run online, but
cancelling means a call, chat or email.

We walked the online sign-up of 20 Australian telcos and ISPs for an NBN plan at one Sydney address, from the plan page to the first screen that asks for personal data, and read what each site says about cancelling. Here is what keeps coming up, with the screen it sits on and the rule behind it.

At a glance

- 20

sign-up flows walked, desktop, as a guest
- 5

findings worth a look, each seen in two or more flows
- 16

checks per flow from the Flowlane checklist

Walked 5 Oct 2026 · Version 1.0 ·
6 Oct 2026

Key takeaways

- 6 of 11 sign-up flows: Sign-up is online, but cancelling needs a call, chat or email.
- 6 of 20 sign-up flows: Faster plan, longer term or modem selected before you choose.
- 4 of 5 findings stay on the existing screen; 1 needs a new screen or route.

What we saw across 20 sign-up flows walked

Walked against the full Flowlane checklist for Australia (16 checks); shown: every finding seen in more than one flow, with the screen it sits on, the rule it touches and the usual size of a change. Counted once per flow; uncertain observations not counted. Each number counts only the flows in which that step could be checked.

WHAT WE SAW AND WHERE IT SITS	FLOWS	RULE	CHANGE
Sign-up is online, but cancelling needs a call, chat or email Help pages, customer terms	6 of 11	A · s 48F Each exit route must be easy to find and straightforward; a plan taken out online must be cancellable online.	L Large
Faster plan, longer term or modem selected before you choose Plan page, modem step	6 of 20	C · s 28B A plan, term or modem the customer did not choose can steer the decision.	S Small
Also seen in two or three flows			
Discounted price shown without what you pay once it ends	2 of 20	A · s 48D	M Medium
Condition behind the price or free modem sits in a footnote below	2 of 20	C · s 28B	M Medium
Marketing consent built into the Continue button	2 of 6	D · Spam Act s 16	S Small

S: a label or a line of text · M: layout or the order of a step · L: a new screen or route.

Three examples, written as categories

LEAVING

In one sign-up flow, the plan could be ordered online in a few screens, yet the help page says that to cancel you have to call.

DEFAULTS

In one sign-up flow, a 12-month term and a modem were already selected on arrival; the minimum cost shown was over ten times that of month to month with your own modem.

CONSENT

In one sign-up flow, a line under the details form said that clicking Continue also meant agreeing to direct marketing, with no box to tick.

What the rules ask

The Act received Royal Assent on 6 July 2026 and its rules apply from 1 July 2027; until then these are patterns that will need a look. The Spam Act rules on marketing consent already apply. Shown here: the rules this report touches.

A · s 48D A · s 48F

Subscriptions FROM 1 JULY 2027
Before the contract is entered: the price, the price after any introductory period, term, renewal and how to end it. A subscription taken out online must be cancellable online, by a route that is easy to find.

C · s 28B

General prohibition FROM 1 JULY 2027
No practice that manipulates or unreasonably distorts a decision: pressure that is not real, defaults that steer, obstacles to a choice the customer is entitled to make.

D · Spam Act s 16

Consent IN FORCE
Commercial emails and texts need consent; a pre-ticked box is not express consent.

Check your own flow in ten minutes

One question per finding. A "no" is worth a look; it is not a verdict.

	QUESTION	RULE	YOUR FLOW
1	Can a customer who signed up online also cancel online, without having to call, chat or email?	A · s 48F	☐ yes ☐ no
2	Are plan, term and modem left unselected, or set to the cheapest choice, until the customer picks?	C · s 28B	☐ yes ☐ no
3	Does every discounted plan price say, right next to it, what the customer pays once the discount ends?	A · s 48D	☐ yes ☐ no
4	Is every condition behind an advertised price or free modem readable next to that price, not only in a footnote?	C · s 28B	☐ yes ☐ no
5	Does consent to marketing need its own unticked box, separate from the Continue button?	D · Spam Act s 16	☐ yes ☐ no

Not observed in this benchmark

- Notice before the price steps up after a discount**
Sent by email or text months after sign-up, so a guest walk cannot see it.
- Cancel steps inside the customer account**
Behind the login; a guest only sees the public help pages.
- Review and payment screens after the details step**
Most flows ask for name, email or date of birth before showing them.

Method and anonymity

Public flows, walked as a guest: Each flow was walked in a desktop browser set to the market's language, time zone and storefront, from the entry page to the last screen before payment or personal data. Cookie banners were read before the first click and spot-checked from the market; banners shown only to visitors from other countries were left out. Nothing was bought, no account was created, no personal data was submitted. **One screenshot per observation:** An observation counts only with a screenshot, the URL, the step number, the date and the exact wording on the screen. Uncertain observations are not counted. **Rule, not verdict:** Each pattern is matched to the provision it touches. It marks a screen worth a look, not a legal finding: whether a rule applies depends on facts a public walk cannot see. **Anonymous by design:** No company is named, quoted or identifiable. Examples are written as categories. The sample is drawn from the sector, not from clients, and no participant was told.

NEXT STEP

See where your flow sits. Twenty minutes, for you only.

Book a walkthrough: getflowlane.com/walkthrough

Or email the URL of your flow to tobias@getflowlane.com



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