

KNOWLEDGE BASE · PUBLIC DOCUMENT

Guest checkout or customer accounts in WooCommerce: which to allow

Online Stores

CODE

RLX-MZ-KB-1928

VERSION

v2026.10.15

COUNTRY · LANGUAGE

Mozambique · English

Interweb Mozambique

RLX Holdings, S.A. · Group RLX Holdings

Tax ID (NUIIT) 401 191 607 · Legal entity no. (NUEL) 105 045 974 · Economic activity code (CAE) 62022

<https://www.meu.interweb.co.mz/knowledgebase/1928>



The short answer: in a small shop, **let people buy without an account** and offer the account as an option. Forcing an account before paying makes many people give up. An account is only required when the purchase depends on it (downloads, subscriptions, a members area). It is all under **WooCommerce > Settings > Accounts & Privacy**.

The options

Option	When to use it
Allow orders without an account	Almost always. Fewer steps to payment.
Allow creating an account at checkout	Yes, as a box to tick. Those who want to, do; the others carry on.
Require an account	Only if the purchase depends on it (downloadable files, subscriptions).
Allow logging in to an existing account at checkout	Yes, for those who already have one.
Personal data and privacy	Set how long you keep accounts and orders and the policy text: Customer data in your shop .

Step by step

1**Go to WooCommerce > Settings > Accounts & Privacy.**

2

Tick “Allow customers to place orders without an account” and, below it, the options to create an account at checkout and to log in to an existing one.

3

If you sell files or subscriptions, the account has to exist: see the options to create it automatically with a link for the customer to set the password.

4

Set the retention of data under Privacy (unused accounts, orders, deletion requests).

5

Make a test purchase as a guest and another creating an account, and check the e-mails the customer receives.

A guest is not anonymous to you. The order keeps the name, e-mail and address, and you must treat them as personal data, with a period and a reason. And someone who buys twice as a guest ends up with two loose orders, with no history in one place.

Accounts open to the public attract bots: if you see fake accounts or orders, see **Fake orders and sign-ups**. And if many people give up halfway, a mandatory account may be one of the causes: **Abandoned carts**.

Want help setting up your shop's accounts? Open a ticket with the address.

[Open a support ticket](#)

SEE ALSO

[Customer data in your shop: consent, data requests and deleting an account](#)

[Fake orders and spam sign-ups in WooCommerce: how to stop them](#)

[Abandoned carts in an online shop: why people leave and how to win some back](#)

[Checkout errors in WooCommerce: where to look](#)

[The legal pages an online shop needs: terms of sale, returns and privacy](#)



Online version of this document

Interweb is a leading internet services company, with a mission to help businesses to be born and prosper through technology.

2020

FOUNDED

37,000+

CLIENTS

130+

SIGN-UPS A DAY

Interweb Mozambique

RLX Holdings, S.A. • Group RLX Holdings

TAX ID (NUIT)	401 191 607
LEGAL ENTITY NO. (NUEL)	105 045 974
ECONOMIC ACTIVITY CODE (CAE)	62022
REGISTERED OFFICE	Bairro 7 de Setembro Vilankulo 1304 • CEP 0411-02, Inhambane, Mozambique
CONTACT	info@interweb.co.mz • +258 84 635 1111 • +258 86 635 1111 • www.interweb.co.mz
OPENING HOURS	Monday to Friday - 08 AM to 04 PM Saturday & Sunday - Closed