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# Guest checkout or customer accounts in WooCommerce: which to allow

Online Stores

| CODE | VERSION | COUNTRY · LANGUAGE |
| --- | --- | --- |
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**MozOut 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

https://www.meu.mozout.co.mz/knowledgebase/1927

# Guest checkout or customer accounts in WooCommerce: which to allow

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**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**.

NEED A HAND?

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**

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## MozOut Mozambique

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| | |
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