



# 132nd MAINE LEGISLATURE

## FIRST SPECIAL SESSION-2025

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Legislative Document

No. 1642

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S.P. 650

In Senate, April 15, 2025

### **An Act to Protect Maine Consumers by Simplifying Subscription Cancellations**

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Received by the Secretary of the Senate on April 11, 2025. Referred to the Committee on Housing and Economic Development pursuant to Joint Rule 308.2 and ordered printed.

A handwritten signature in black ink, appearing to read 'D M Grant'.

DAREK M. GRANT  
Secretary of the Senate

Presented by Senator NANGLE of Cumberland.

1 **Be it enacted by the People of the State of Maine as follows:**

2 **Sec. 1. 10 MRSA §1210-C, sub-§1, ¶A**, as enacted by PL 2019, c. 175, §1, is  
3 amended to read:

4 A. "Automatic subscription renewal" means an offer or agreement to provide any of  
5 the following goods or services for a specified time and price that is automatically  
6 renewed at the end of a definite term for a subsequent term unless the consumer ~~can~~  
7 affirmatively acts to cancel the agreement or to reject further provision of the goods or  
8 services:

- 9 (1) Online magazines, journals and periodicals;  
10 (2) Online media players;  
11 (3) Mobile apps;  
12 (4) Social networking services;  
13 (5) Internet game services; and  
14 (6) Online software.

15 **Sec. 2. 10 MRSA §1210-C, sub-§1, ¶B**, as enacted by PL 2019, c. 175, §1, is  
16 amended to read:

17 B. "Extended automatic subscription renewal" means an automatic subscription  
18 renewal with a specified subscription term of 12 months or more, in which the  
19 subscription automatically renews for a specified term of more than one month unless  
20 the consumer ~~can~~ affirmatively acts to cancel the subscription or to reject further  
21 provision of the goods or services.

22 **Sec. 3. 10 MRSA §1210-C, sub-§2**, as enacted by PL 2019, c. 175, §1, is amended  
23 to read:

24 **2. Method of cancellation of automatic subscription renewal; required seller**  
25 **disclosure; misrepresentation.** A seller may not make an automatic subscription renewal  
26 offer to a consumer in this State unless the seller presents that consumer with ~~an~~ a clear,  
27 conspicuous and easily accessible disclosure of all material terms of the renewal offer and  
28 of the methods that the consumer may use to cancel the subscription. A seller shall obtain  
29 the express consent of a consumer to automatic subscription renewal prior to enrollment  
30 through a check box, electronic signature requirement or other affirmative action by the  
31 consumer agreeing to the renewal offer. The seller must provide for ~~online~~ cancellation of  
32 the subscription by any means of communicating information over a computer network by  
33 a consumer using the same method and in the same manner by which the consumer initially  
34 agreed to the subscription. If a phone number is also provided for the purposes of  
35 cancellation of the subscription, the number must be toll-free and must be prominently  
36 displayed in the disclosure. The disclosure must also include, but is not limited to,  
37 information regarding the amount and frequency of subscription charges and the seller's  
38 refund policy upon cancellation. In marketing, offering or selling a subscription with an  
39 automatic subscription renewal, a seller may not make any misrepresentation of a material  
40 fact associated with that renewal offer.

41 **Sec. 4. 10 MRSA §1210-C, sub-§3**, as enacted by PL 2019, c. 175, §1, is amended  
42 to read:



1           The bill directs the Attorney General to enforce the provisions of the law regulating  
2 automatic subscription renewals, to bring necessary actions for violations of that law and  
3 to adopt rules necessary for the enforcement of that law. It also provides that, in addition  
4 to damages or penalties authorized pursuant to the Maine Unfair Trade Practices Act, a  
5 person found in violation of that law based on unauthorized subscription or other charges  
6 billed to or paid by a consumer is required to provide to the consumer a refund or credit for  
7 3 times the unauthorized amounts billed or paid.

8           The changes provided in the bill to the law regulating automatic subscription renewals  
9 apply only to offers or agreements entered into or renewed on or after January 1, 2026  
10 under which a seller makes an automatic subscription renewal or extended automatic  
11 subscription renewal offer to a consumer in this State.