

S.310

Introduced by Senators Brock, Beck, Bongartz, Chittenden, Clarkson,  
Collamore, Hardy, Ingalls, Major, Mattos, Morley, Norris,  
Plunkett, Ram Hinsdale, Weeks, Westman and Williams

Referred to Committee on

Date:

Subject: Commerce and trade; consumer protection

Statement of purpose of bill as introduced: This bill proposes to amend  
consumer notification requirements to provide that any indefinite renewal  
subscription shall provide the consumer with an annual notification of the right  
to terminate.

An act relating to subscription renewal notifications

It is hereby enacted by the General Assembly of the State of Vermont:

Sec. 1. 9 V.S.A. § 2454a is amended to read:

§ 2454a. CONSUMER CONTRACTS; AUTOMATIC RENEWAL

(a) A contract between a consumer and a seller or a lessor with an initial  
term of one year or longer that renews for a subsequent term that is longer than  
one month shall not renew automatically unless:

(1) the contract states clearly and conspicuously the terms of the  
automatic renewal provision in plain, unambiguous language in bold-face type;

1           (2) in addition to accepting the contract, the consumer takes an  
2           affirmative action to opt in to the automatic renewal provision; and

3           (3) if the consumer opts in to the automatic renewal provision, the seller  
4           or lessor provides a written or electronic notice to the consumer:

5                 (A) not less than 30 days and not more than 60 days before the  
6           earliest of:

7                         (i) the automatic renewal date;

8                         (ii) the termination date; or

9                         (iii) the date by which the consumer must provide notice to cancel  
10          the contract; and

11                 (B) that includes:

12                         (i) the date the contract will terminate and a clear statement that  
13          the contract will renew automatically unless the consumer cancels the contract  
14          on or before the termination date; and

15                         (ii) the length and any additional terms of the renewal period.

16           (b) A seller or lessor under a contract subject to subsection (a) of this  
17          section shall:

18                 (1) provide to the consumer a toll-free telephone number, ~~e-mail~~ email  
19          address, a postal address if the seller or lessor directly bills the consumer, or  
20          another cost-effective, timely, and easy-to-use mechanism for canceling the  
21          contract; and

1           (2) if the consumer accepted the contract online, permit the consumer to  
2           terminate the contract exclusively online, which may include a termination e-  
3           ~~mail~~ email formatted and provided by the seller or lessor that the consumer can  
4           send without additional information.

5           (c) A person who violates a provision of this section commits an unfair and  
6           deceptive act in commerce in violation of section 2453 of this title.

7           (d) The provisions of this section do not apply to:

8           (1) a contract between a consumer and a financial institution, as defined  
9           in 8 V.S.A. § 11101, or between a consumer and a credit union, as defined in  
10          8 V.S.A. § 30101; or

11          (2) a contract for insurance, as defined in 8 V.S.A. § 3301a.

12          (e) A seller or a lessor, under any contract between a consumer and a seller  
13          or a lessor with an initial term of one month or longer that renews indefinitely  
14          without termination by the consumer, shall notify the consumer annually of the  
15          right to terminate the contract. The notice required by this subsection shall  
16          comply with the provisions of subsection (b) of this section.

17          Sec. 2. EFFECTIVE DATE

18          This act shall take effect on July 1, 2026.