

12 An act relating to subscription renewal notifications

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

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

15 § 2454a. CONSUMER CONTRACTS; AUTOMATIC RENEWAL

16 (a) A contract between a consumer and a seller or a lessor with an initial

17 term of one year or longer that renews for a subsequent term that is longer than

18 one month shall not renew automatically unless:

19 (1) the contract states clearly and conspicuously the terms of the

20 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

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:

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.