

HB 2563 -- AUTOMATIC RENEWAL TRANSACTIONS

SPONSOR: Plocher

This bill provides that it shall be unlawful for a business to make an automatic renewal or continuous service offer to a consumer in this state when the business:

- (1) Fails to present the offer terms in a clear and conspicuous manner;
- (2) Charges a consumer's credit card or account without first obtaining the consumer's affirmative consent to the agreement terms; or
- (3) Fails to provide an acknowledgment with specified information to the consumer.

A business that makes such an offer shall provide a toll-free telephone number, in addition to other specified contact information. A consumer who accepts an automatic renewal or continuous service offer shall be allowed to terminate the offer online.

The bill contains a delayed effective date of July 1, 2019.