

HB 3333 -- ELECTRONIC DEVICE APPLICATIONS

SPONSOR: Mackey

This bill requires providers of "mobile applications", as that term is defined in the bill, to offer customers a way to cancel their subscription services directly within the application itself, specifically for services that automatically renew.

The bill defines "digital services" as those provided online or electronically to consumers via electronic devices, and "electronic devices" as cell phones, smartphones, or tablets connected to wireless service.

Furthermore, any mobile application with an auto-renewing subscription must clearly display a direct link or button for users to terminate this automatic renewal. Violations of these provisions will be treated as violations of the Missouri Merchandising Practices Act, and the Attorney General will be responsible for enforcing this new section and creating any necessary rules for its implementation.