

# STATE OF NEW YORK

4391

2025-2026 Regular Sessions

## IN SENATE

February 4, 2025

Introduced by Sen. GOUNARDES -- read twice and ordered printed, and when printed to be committed to the Committee on Consumer Protection

AN ACT to amend the general business law, in relation to requiring mobile applications on electronic devices which provide a subscription service shall allow the cancellation of such service through its application

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

1 Section 1. The general business law is amended by adding a new section  
2 527-b to read as follows:

3 § 527-b. Electronic device applications. 1. For the purposes of this  
4 section, the following terms shall have the following meanings:

5 (a) "Electronic device" shall mean any cell phone, smart phone, or  
6 tablet used by consumers connected to a wireless telephone service.

7 (b) "Mobile application" shall mean third-party software developed  
8 specifically for use on electronic devices.

9 (c) "Digital services" shall mean services provided via the internet  
10 or an electronic network, which are delivered to the consumer through  
11 the use of electronic devices.

12 2. Any mobile application provider on an electronic device connected  
13 to a wireless telephone service that uses a subscription model that  
14 relies on automatic renewal on its mobile application shall provide its  
15 customers an option to cancel such subscription service through its  
16 mobile application.

17 3. Any mobile application that provides a subscription model that  
18 relies on automatic renewal shall post in a clear and conspicuous format  
19 a direct link or button where a consumer can terminate the automatic  
20 renewal subscription model.

21 4. This section shall not apply to mobile applications that are prima-  
22 rily used to complement a subscription model that provides access to a  
23 physical business location.

EXPLANATION--Matter in italics (underscored) is new; matter in brackets  
[-] is old law to be omitted.

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1 § 2. This act shall take effect on the ninetieth day after it shall  
2 have become a law. Effective immediately, the addition, amendment  
3 and/or repeal of any rule or regulation necessary for the implementation  
4 of this act on its effective date are authorized to be made and  
5 completed on or before such effective date.