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## DIGEST

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HB 750 Engrossed

2026 Regular Session

Cox

**Abstract:** Provides for simple cancellation of automatic renewals.

Proposed law defines "automatic renewal contract", "automatic renewal offer terms", "continuous service renewal offer terms", "clear and conspicuous", "clearly and conspicuously", "consumer", "merchandise", "person", and "trial period".

Proposed law provides that an automatic renewal contract offered to a consumer in this state must clearly and conspicuously disclose the automatic renewal offer terms, cancellation policy, and cancellation instructions to the consumer and obtain that consumer's affirmative acceptance before the consumer can be charged.

Proposed law prohibits the inclusion of any information that interferes with or detracts from the consumer's ability to provide affirmative acceptance.

Proposed law requires that business records sufficient to demonstrate the consumer's affirmative acceptance of the terms be maintained for a period of not less than one year from the date of acceptance or date of termination of the contract, whichever is later.

Proposed law provides that the cancellation mechanism for an automatic renewal contract be at least as easy to use as the mechanism used to accept the automatic renewal offer terms.

Proposed law provides that consumers must be promptly notified of material changes in the automatic renewal contract or any upcoming automatic renewal payments if the renewal term is 12 months or longer, if there is a material change in contract terms, or if the contract converts from a trial period to a paid subscription.

Proposed law provides for a 30-day period within which a person who violates proposed law may cure that violation without penalty.

Proposed law provides for exemptions.

Proposed law provides for penalties for violations of proposed law.

(Adds R.S. 51:3301-3304)

Summary of Amendments Adopted by House

The Committee Amendments Proposed by House Committee on Commerce to the original bill:

1. Make technical changes.
2. Change the definition of "consumer" from a person who purchases or attempts to purchase merchandise to a person who purchases or attempts to purchase merchandise, for personal, family, or household purposes.
3. Reduce the time period that records of the consumer's affirmative consent must be kept from the date of acceptance or termination of the contract, from 3 years to 1 year.
4. Change the required cancellation mechanism from the same medium used to accept the automatic renewal contract to one that is reasonable, readily accessible, not unreasonably burdensome, or designed to deter cancellation.
5. Change the requirement to notify the consumer of an upcoming automatic renewal from each automatic renewal to only renewal terms of 12 months or longer, or when there is a material change in contract terms, or a conversion from trial period to paid subscription.
6. Require notice of an upcoming automatic renewal to include renewal terms, amount to be charged, and instructions on how to cancel.
7. Provide a 30-day period within which a person in violation of proposed law may cure that violation without penalty.
8. Exempt a person with fewer than 50 employees or with an annual gross revenue of less than \$5 million from the notice requirements of proposed law if that person complies with disclosure, consent, and cancellation requirements.
9. Provide that a person who demonstrates a good faith effort to comply with the provisions of proposed law shall not be held liable for technical or inadvertent violations.
10. Change the possible penalty for a violation from financial damages, court costs, and attorney fees to actual damages only and attorney fees only for willful violations.