

116TH CONGRESS  
1ST SESSION

# H. R. 2683

To increase consumer protection with respect to negative option agreements entered into on the Internet, and for other purposes.

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IN THE HOUSE OF REPRESENTATIVES

MAY 10, 2019

Mr. TAKANO introduced the following bill; which was referred to the Committee on Energy and Commerce

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## A BILL

To increase consumer protection with respect to negative option agreements entered into on the Internet, and for other purposes.

1       *Be it enacted by the Senate and House of Representa-*  
2       *tives of the United States of America in Congress assembled,*

3       **SECTION 1. SHORT TITLE.**

4       This Act may be cited as the “Unsubscribe Act of  
5       2019”.

6       **SEC. 2. INCREASED CONSUMER PROTECTION WITH RE-**  
7                               **SPECT TO NEGATIVE OPTION AGREEMENTS**  
8                               **ENTERED INTO ON THE INTERNET.**

9       (a) CANCELLATION OF NEGATIVE OPTION AGREE-  
10       MENTS.—No person may enter into a negative option

1 agreement on the Internet with any consumer, unless the  
2 negative option agreement provides the consumer with a  
3 mechanism to cancel the agreement in the same manner,  
4 and by the same means, into which the agreement was  
5 entered.

6 (b) REQUIREMENTS FOR FREE-TO-PAY CONVERSION  
7 CONTRACTS.—

8 (1) IN GENERAL.—It shall be unlawful for any  
9 person to charge or attempt to charge any con-  
10 sumer’s credit card, debit card, bank account, or  
11 other financial account for any good or service sold  
12 in a free-to-pay conversion contract entered into on  
13 the Internet, unless—

14 (A) before obtaining the consumer’s billing  
15 information, the person has obtained the con-  
16 sumer’s express informed consent to enter into  
17 the contract and has provided the consumer  
18 with a notification of the terms of the contract,  
19 including the fact that—

20 (i) for an introductory period, the con-  
21 sumer will receive the good or service at no  
22 charge or for a nominal charge; and

23 (ii) after the introductory period, the  
24 consumer will be charged or charged an in-

1           creased amount for the good or service;  
2           and

3           (B) before the initial charge or initial in-  
4           crease after the introductory period, the person  
5           requires the consumer to perform an additional  
6           affirmative action, such as clicking on a con-  
7           firmation button or checking a box, which indi-  
8           cates the consumer's consent to be charged the  
9           amount disclosed.

10          (2) MANDATORY NOTIFICATIONS.—After the in-  
11         troductory period in a free-to-pay conversion con-  
12         tract entered into on the Internet between any per-  
13         son and any consumer, and on a quarterly basis  
14         while the contract remains in effect, the person shall  
15         provide the consumer with a copy of the notification  
16         of the terms of the contract.

17         (c) MANDATORY NOTIFICATIONS WITH RESPECT TO  
18         OTHER NEGATIVE OPTION AGREEMENTS.—

19                 (1) AUTOMATIC RENEWAL CONTRACTS.—With  
20         respect to an automatic renewal contract entered  
21         into on the Internet between any person and any  
22         consumer—

23                 (A) not later than 30 days before the end  
24         of the initial fixed period in the contract, the

1 person shall provide the consumer with a notifi-  
2 cation of the terms of the contract; and

3 (B) after the initial fixed period in the con-  
4 tract, and on a quarterly basis while the con-  
5 tract remains in effect, the person shall provide  
6 the consumer with a copy of the notification of  
7 the terms of the contract.

8 (2) CONTINUITY PLAN CONTRACTS.—With re-  
9 spect to a continuity plan contract entered into on  
10 the Internet between any person and any consumer,  
11 the person shall provide the consumer with a copy  
12 of the notification of the terms of the contract on a  
13 quarterly basis while the contract remains in effect.

14 (d) MANDATORY NOTIFICATIONS WITH RESPECT TO  
15 MATERIAL CHANGES IN TERMS OF NEGATIVE OPTION  
16 AGREEMENTS.—In the case of a material change in the  
17 terms of a negative option agreement entered into on the  
18 Internet between any person and a consumer, the person  
19 shall provide the consumer with a notification of the terms  
20 of the agreement as changed before the change takes ef-  
21 fect.

22 (e) REGULATIONS.—The Federal Trade Commission  
23 may prescribe regulations under section 553 of title 5,  
24 United States Code, to carry out this Act.

1 **SEC. 3. ENFORCEMENT.**

2 (a) BY FEDERAL TRADE COMMISSION.—

3 (1) IN GENERAL.—A violation of this Act or  
4 any regulation prescribed under this Act shall be  
5 treated as a violation of a rule issued under section  
6 18(a)(1)(B) of the Federal Trade Commission Act  
7 (15 U.S.C. 57a(a)(1)(B)) regarding unfair or decep-  
8 tive acts or practices. The Federal Trade Commis-  
9 sion shall enforce this Act in the same manner, by  
10 the same means, and with the same jurisdiction,  
11 powers, and duties as though all applicable terms  
12 and provisions of the Federal Trade Commission Act  
13 (15 U.S.C. 41 et seq.) were incorporated into and  
14 made a part of this Act.

15 (2) PENALTIES.—Any person who violates this  
16 Act or any regulation prescribed under this Act shall  
17 be subject to the penalties and entitled to the privi-  
18 leges and immunities provided in the Federal Trade  
19 Commission Act as though all applicable terms and  
20 provisions of the Federal Trade Commission Act  
21 were incorporated in and made part of this Act.

22 (b) BY STATE ATTORNEYS GENERAL.—

23 (1) IN GENERAL.—Except as provided in para-  
24 graph (5), the attorney general of a State or other  
25 authorized State officer alleging a violation of this  
26 Act or any regulation prescribed under this Act that

1 affects or may affect the State or the residents of  
2 the State may bring an action on behalf of the resi-  
3 dents of the State in any United States district  
4 court for the district in which the defendant is  
5 found, resides, or transacts business, or wherever  
6 venue is proper under section 1391 of title 28,  
7 United States Code, to obtain appropriate injunctive  
8 relief.

9 (2) NOTICE TO COMMISSION REQUIRED.—A  
10 State shall provide prior written notice to the Fed-  
11 eral Trade Commission of any civil action brought  
12 under paragraph (1) with a copy of the complaint  
13 for the civil action, except that if providing such  
14 prior notice is not feasible for the State, the State  
15 shall provide notice immediately upon instituting the  
16 civil action.

17 (3) INTERVENTION BY THE COMMISSION.—The  
18 Federal Trade Commission may intervene in a civil  
19 action brought under paragraph (1) and upon inter-  
20 vening—

21 (A) may be heard on all matters arising in  
22 the civil action; and

23 (B) may file petitions for appeal of a deci-  
24 sion in the civil action.

1           (4) CONSTRUCTION.—Nothing in this sub-  
2           section shall be construed—

3                   (A) to prevent the attorney general of a  
4           State or other authorized State officer from ex-  
5           ercising the powers conferred on the attorney  
6           general or other authorized State officer by the  
7           laws of the State; or

8                   (B) to prohibit the attorney general of a  
9           State or other authorized State officer from  
10          proceeding in State or Federal court on the  
11          basis of an alleged violation of any civil or  
12          criminal statute of that State.

13          (5) LIMITATION.—An action may not be  
14          brought under this subsection if, at the time the ac-  
15          tion is brought, the same alleged violation is the sub-  
16          ject of a pending action by the Federal Trade Com-  
17          mission or the United States.

18 **SEC. 4. DEFINITIONS.**

19          In this Act:

20                  (1) AUTOMATIC RENEWAL CONTRACT.—The  
21          term “automatic renewal contract” means a contract  
22          between any person and any consumer for a good or  
23          service that is automatically renewed after an initial  
24          fixed period, unless the consumer instructs other-  
25          wise.

1           (2) CONTINUITY PLAN CONTRACT.—The term  
2           “continuity plan contract” means a contract between  
3           any person and any consumer under which the con-  
4           sumer agrees to incur charges in exchange for peri-  
5           odic shipments of goods or the provision of services,  
6           unless the consumer instructs otherwise.

7           (3) FREE-TO-PAY CONVERSION CONTRACT.—  
8           The term “free-to-pay conversion contract” means a  
9           contract between any person and any consumer  
10          under which—

11                 (A) for an introductory period, the con-  
12                 sumer receives a good or service at no charge  
13                 or for a nominal charge; and

14                 (B) after the introductory period, the con-  
15                 sumer is charged or charged an increased  
16                 amount for the good or service.

17          (4) NEGATIVE OPTION AGREEMENT.—The term  
18          “negative option agreement” means—

19                 (A) an automatic renewal contract;

20                 (B) a continuity plan contract;

21                 (C) a free-to-pay conversion contract;

22                 (D) a pre-notification negative option plan  
23                 contract; or

24                 (E) any combination of the contracts de-  
25                 scribed in subparagraphs (A) through (D).



1           (5) NOTIFICATION.—The term “notification”,  
2       when used with respect to the terms of a contract,  
3       means a written notification that clearly, conspicu-  
4       ously, and concisely states all material terms of the  
5       contract, including information regarding the can-  
6       cellation process.

7           (6) PRE-NOTIFICATION NEGATIVE OPTION PLAN  
8       CONTRACT.—The term “pre-notification negative op-  
9       tion plan contract” means a contract between any  
10      person and any consumer under which the consumer  
11      receives periodic notices offering goods and, unless  
12      the consumer specifically rejects the offer, the con-  
13      sumer automatically receives the goods and incurs a  
14      charge for such goods.

15   **SEC. 5. EFFECTIVE DATE.**

16       This Act shall apply with respect to contracts entered  
17      into after the date that is 1 year after the date of the  
18      enactment of this Act.

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