



# Digital Markets, Competition and Consumers Act 2024

## 2024 CHAPTER 13

### PART 4

#### CONSUMER RIGHTS AND DISPUTES

### CHAPTER 2

#### SUBSCRIPTION CONTRACTS

##### *Duties of traders*

#### **260 Arrangements for consumers to exercise right to end contract**

- (1) A trader must make arrangements to enable a consumer to exercise a right to bring a subscription contract to an end—
  - (a) in a way which is straightforward, and
  - (b) without having to take any steps which are not reasonably necessary for bringing the contract to an end.
- (2) A consumer may, alternatively, exercise a right to bring a subscription contract to an end by notifying the trader in accordance with subsection (6) that the consumer is bringing the contract to an end.
- (3) A consumer may exercise a right to bring a subscription contract to an end at any time permitted by regulations under section 277(1)(c).
- (4) In relation to a subscription contract entered into online, arrangements under subsection (1) must—
  - (a) enable a consumer to bring the contract to an end online, and

---

*Status: This is the original version (as it was originally enacted).*

---

- (b) ensure that instructions for doing so are displayed online in a place or places that a consumer seeking to end the contract is likely to find them.
- (5) Arrangements under this section must comply with any other requirements specified in regulations under section [277\(1\)\(c\)](#).
- (6) A notification under subsection [\(2\)](#) may be given by the consumer making a clear statement setting out their decision to bring the contract to an end.