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Perkins on Privacy

## 2022 Compliance Landscape for Recurring Subscription Programs

Businesses that allow customers to sign up for automatically renewing subscriptions must comply with a patchwork of state and federal regulations that apply to such subscriptions. The Federal Trade Commission recently issued an Enforcement Policy Statement Regarding Negative Option Marketing that addresses recurring subscription programs. Additionally, California, Colorado, Delaware, and Illinois have all either passed new laws or amended existing laws on recurring subscription offerings that go into effect in 2022.

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