



THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, N.Y. 10007

EXECUTIVE ORDER No. 10

January 5, 2026

FIGHTING SUBSCRIPTION TRICKS AND TRAPS

WHEREAS, New Yorkers face a crisis of affordability, and nobody should be stuck paying for a subscription they do not want; and

WHEREAS, businesses too often deceptively enroll people into subscriptions and unfairly keep them stuck there, including through making it difficult to cancel; and

WHEREAS, as a matter of basic fairness and honest business practice, New Yorkers deserve to freely decide which products and services they want to enroll in and which products and services they no longer want; and

WHEREAS, subscription tricks and traps conceal or misrepresent the price of a subscription or the terms of a subscription from consumers, thereby burdening consumers with subscriptions they did not intend to purchase and for terms that consumers did not intend to agree to; and

WHEREAS, honest businesses that do not use subscription tricks and traps are at a competitive disadvantage and are economically undermined when bad actors use these tactics; and

WHEREAS, taking action against subscription tricks and traps protects consumers, promotes trust in the marketplace, and rewards businesses that compete by offering real value rather than relying on dishonest business practices; and

WHEREAS, the New York City Department of Consumer and Worker Protection is responsible for enforcing the City's Consumer Protection Law and City rules enacted to combat deceptive business practices; and

WHEREAS, the City will deploy its full tools and authorities to protect New Yorkers from underhanded business tactics that rip them off or cause financial harm and to protect honest businesses from unfair competition;

NOW, THEREFORE, by the power vested in me as Mayor of the City of New York, it is hereby ordered:

Section 1. Cracking Down on Illegal Subscription Tactics. The Department of Consumer and Worker Protection (“DCWP”) shall prioritize monitoring, investigating, and taking enforcement action against business’ subscription-related practices (“subscription tricks and traps”) that deceive or mislead consumers, including but not limited to, enrolling people into subscriptions, misrepresenting or failing to disclose pricing or renewal terms, and unfairly keeping them subscribed by making it difficult to cancel, that harm New Yorkers and violate existing laws or rules.

§ 2. Identifying Further Protections. DCWP shall consider and take appropriate actions to combat subscription tricks and traps, including the promulgation of rules pursuant to its authority under Chapters 2, 4 and 5 of Title 20 of the Administrative Code of the City of New York, Chapter 64 of the New York City Charter and other applicable law, or issuance of recommendations to City Council about additional protections, resources, or authorities that are needed to fully protect New Yorkers from these underhanded tactics.

§ 3. Coordination. DCWP shall coordinate, as appropriate, with the Law Department and the New York State Attorney General to promote combating subscription tricks and traps.

§ 4. This Order shall take effect immediately.



Zohran Kwame Mamdani
Mayor