

DMCC Act Readiness: Key Areas to Review

A self-check for membership and subscription organisations

The Digital Markets, Competition and Consumers (DMCC) Act introduces strict new requirements around auto-renewing subscriptions - including memberships, donations, and recurring services. If you offer regular payments, the Act likely applies to you - regardless of your size or sector.

Use this high-level checklist to assess your readiness.

1 Scope and accountability

- Have you confirmed whether your organisation is in scope?
- Have you assigned internal responsibility for DMCC compliance?

2 Pre-join transparency

- Are key terms (price, renewal, cancellation, trial conditions) shared clearly and upfront?
- Is this information easy to find across all sign-up channels (online, phone, in-person)?

3 Post-join confirmation

- Do members receive a confirmation email or letter that includes all key contract details?
- Can they keep and refer back to this information?

4 Cooling-off periods

- Are you providing a 14-day cancellation window when someone:
 - Joins for the first time?
 - Moves into a 12+ month term?
 - Transitions from a free/discounted trial?

5 Renewal practices

- Are standalone renewal reminders sent in a durable format?
- Do reminders include key details (amount, date, cancellation options)?
- Can you prove reminders were sent and received?

6 Cancellations and exits

- Is your cancellation process fast and fair - especially for online joins?
- Are members able to cancel via multiple channels?
- Do you handle refunds promptly?

7 Fair commercial practices

- Have you reviewed your marketing and pricing for hidden terms or pressure tactics?
- Are testimonials accurate and verifiable?
- Is your team trained to avoid misleading practices?

8 Governance and evidence

- Are key documents (terms, cancellations, complaints) recorded and accessible?
- Is there a plan to keep policies and processes up to date?
- Have you reviewed the impact on tech, training and legal processes?

Why this matters

Non-compliance from 2026 could mean:

- Fines of up to 10% of global turnover
- Reputational risk and legal challenges
- Disruption to renewal and onboarding processes

But compliance isn't just about risk - it's an opportunity to:

- Strengthen your member experience
- Improve transparency and trust
- Align with emerging best practice

Want a deeper diagnostic?

Agentic Consulting supports membership and subscription teams to:

- Audit journeys and documentation
- Review communications and sign-up flows
- Build clear evidence of compliance
- Create a practical roadmap for 2026
- Turn compliance into an opportunity to boost engagement and long-term growth



Get in touch



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