

DMCC Act 2024: What Membership Organisations Need to Know

A quick guide for charities and membership teams preparing for change

What is the DMCCA Act?

The Digital Markets, Competition and Consumers Act 2024 (DMCCA) introduces new UK rules around subscriptions, renewals, cancellations and consumer rights. While originally aimed at large digital platforms, the Act also applies to membership and charity organisations that offer ongoing services and auto-renewing payments.

If your organisation provides digital access, printed content, or rolling benefits in exchange for a recurring fee - this legislation affects you.

Who does it apply to?

You're likely in scope if your organisation provides any form of paid access or recurring service in exchange for membership - even if you're a charity or non-profit. This includes:

- Digital or print magazines
- Member-only portals or content platforms
- Event access or CPD services
- Any formal transaction referred to as "membership", particularly where rolling payments, renewals or auto-renew apply

If your members join online, renew annually, or receive ongoing benefits, the DMCC is relevant to you.

What the DMCC Act requires

The Act brings in five core duties for subscription-based services:

- Clear and prominent information at sign-up
- 14-day cooling-off periods - at join and renewal
- Standalone renewal reminders
- Easy "click-in, click-out" cancellation
- Ban on dark patterns - no misleading layouts or hidden actions

Even if you already have renewal processes in place, the bar has been raised - these journeys must now be transparent, easy to follow, and auditable.



What's the risk?

Failure to comply could mean more than fines. Unclear journeys or hidden processes can damage trust, increase churn and risk reputational harm when members expect fairness and choice.

- CMA investigations and fines (up to 10% of global turnover)
- Legal complaints from members
- Loss of trust and reputational damage
- Higher churn from confusing or non-compliant renewal journeys



What's the opportunity?

Handled well, the DMCCA is a chance to build trust and loyalty. Clearer sign-up and renewal experiences can reduce passive churn and strengthen your reputation long term.

- Reduce passive churn
- Personalise retention journeys
- Reinforce member value at every stage
- Strengthen your brand's integrity and impact

What should you do now?

- Audit your current join → renew → cancel journeys
- Review your messaging, UX and timing
- Train internal teams on new compliance standards
- Start building a roadmap - don't wait for the 2026 enforcement date

Need help?

Agentic Consulting offers sector-specific support to help you comply with confidence and strengthen member relationships at the same time.

We'll help you:

- Review your member journeys through both a compliance and engagement lens
- Map out practical, prioritised actions to reduce risk and improve clarity
- Align systems, teams and messaging for consistent delivery
- Use ethical AI tools to personalise renewal comms, spot at-risk members and automate key touchpoints

Want to know more?

- **Visit our [FAQ in DMCCA](#)**
- **Read our article [DMCCA Membership Compliance: What Every UK Membership Organisation Needs to Know](#)**
- Or just want to chat and discuss your organisation - arrange a **[free discovery call](#)**.

This document provides general information and guidance only. It does not constitute legal advice. Organisations should seek independent legal or professional advice specific to their circumstances before taking any action based on this information.