CHECKLIST · TECHNOLOGY

iPhone apps can now pitch you a deal when you cancel

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digitaladvisors.com.au/journal/apple-subscription-cancel-retention-offers/

- [ ] **Know where cancelling lives.** On an iPhone, it's Settings, then your name, then Subscriptions, then the subscription, then Cancel Subscription.
- [ ] **Read any offer to the end.** Check how long the lower price or free period lasts, and what you'll pay when it finishes. If you don't want it, carry on and cancel.
- [ ] **Confirm it worked.** If there's no Cancel button or you see an expiry message in red, the subscription is already cancelled.
- [ ] **Cancel trials a day early.** Apple says to cancel a free trial at least 24 hours before it ends if you don't want to keep it.
- [ ] **Developers: keep prices out of the message text.** App Review rejects retention messages that mention prices or offers; attach any offer separately in App Store Connect.
- [ ] **Developers: check your wording against Apple's rules.** Say what subscribers lose only if it's true, and drop any claim that could coerce or scare them.
- [ ] **Businesses with subscriptions: diarise 1 July 2027.** That's when Australia's ban on unfair trading practices and subscription traps starts. Check your cancellation process before then.

NOTES

General information only, not legal, tax or financial advice. Check the full story and its sources before acting.