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April 30, 2026

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The Bronx Chamber of Commerce is critical in helping local businesses in the Bronx grow, thrive, and remain competitive. The Chamber is supportive of the Department of Consumer and Worker Protection's proposed rule to make it easier for consumers to cancel subscriptions.

Consumers shouldn't have to deal with confusing systems just to cancel something they signed up for. Clear and simple cancellation processes build trust, and that trust is good for business. From our perspective, most businesses want to keep customers because they provide a good service, not because cancellation is difficult. Setting a clear standard across the board helps prevent bad actors from gaining an unfair advantage.

As this rule moves forward, we encourage DCWP to keep implementation straightforward and flexible, while keeping in mind that businesses should be able to comply without needing expensive system upgrades or complex changes.

Overall, we think this is a smart step that protects consumers while still working for small businesses. With thoughtful implementation, it can strengthen trust without creating unnecessary burdens.

Sincerely,

Lisa Sorin

President, The Bronx Chamber of Commerce