

Cancellation flow template for SaaS

Five screens, the copy each one carries, and the check each one has to pass. Built against the rules in force on 15 October 2026: ROSCA federally in the US, and California Business and Professions Code section 17602 as amended by AB 2863 for the screen-level requirements. Square brackets are yours to fill in. This is a design template and not legal advice.

Screen 1. Cancel entry point

A prominently located direct link or button in the account, billing or settings area, or an immediately accessible termination email the business formats and the subscriber can send without adding anything. Statute: section 17602 (d)(1), (d)(1)(A) to (B), (f). Authentication is allowed, and anyone unwilling or unable to authenticate online keeps an offline route: (d)(3).

- **Nav label:** Plan and billing
- **Control:** Cancel subscription
- **Helper line:** Access runs to the end of the period already paid for. [Edit this line to match your own terms.]

Check: a subscriber who has never cancelled before reaches the control from your home screen without using search and without asking anyone.

Screen 2. One retention offer, with a click to cancel control beside it

At most one offer, displayed only while a prominently located and continuously and proximately displayed direct link or button entitled click to cancel, or words to that effect, sits on the same screen. Using that control processes the cancellation promptly. Statute: section 17602 (e)(2).

- **Offer heading:** Before you go: [the one offer, with its price and its end date]
- **Primary control, always visible:** Click to cancel
- **Secondary control:** Take the offer
- **Never on this screen:** a cancel control behind a scroll, a tab or a second click

Check: at the smallest width you support, the offer and the cancel control are on screen together, and the cancel control stays there while the offer is read.

Screen 3. Cancellation survey, skippable

Ask why, accept a skip, never hold the cancellation behind an answer. A required answer is a further step that obstructs or delays termination. Statute: section 17602 (d)(1).

- **Heading:** Why are you cancelling? (optional)
- **Options:** Too expensive, missing a feature, we found another tool, the project ended, something else
- **Free text label:** Anything else you want us to know? (optional)
- **Skip control:** Skip and continue

Check: the path completes with every field empty, and the word optional is on the screen rather than in a tooltip.

Screen 4. Confirmation step, two buttons

State the end date, what happens to data, what happens to seats and invitations, and whether anything is refunded. Then two buttons, each naming its own action and nothing else. Statute: section 17602 (d)(1). Where the EU Digital Services Act reaches the product, Article 25(1) covers interfaces that materially distort or impair a free and informed decision.

- **Heading:** Confirm cancellation
- **Body:** The subscription ends on [date]. Access runs until then. After that, [what happens to data, seats and invitations]. [Refund position.]
- **Buttons:** Cancel subscription, and Keep subscription
- **Never on this screen:** a button label that carries a feeling instead of an action

Check: read both labels aloud with no context. If either needs the screen around it to be understood, rewrite it.

Screen 5. Done screen and confirmation email

Confirm that it is done, repeat the end date, and send the same record by email. No rule in the table on page 2 requires the email. It is the record both sides keep.

- **Screen heading:** Your subscription is cancelled
- **Screen body:** Access runs until [date]. We have sent a copy of this to [email].
- **Email subject:** Your [product] subscription is cancelled
- **Email body, five lines:** what was cancelled, the date access ends, what happens after that date, how to come back, who to contact if something looks wrong

Check: the email arrives with no marketing block in it, and its end date matches the end date on screen.

Checklist and the rules behind it

Ten checks, two per screen

Screen	Check	Passes when	Pass
1	Is the cancel control in the account, billing or settings area?	A subscriber finds it without search and without support	☐
1	Can a plan that started online end online?	Self-serve in, self-serve out, in the same medium, (d)(1) and (f)	☐
2	How many offers sit in the path?	At most one	☐
2	Is a click to cancel control beside the offer?	Visible and usable the whole time, at every width, (e)(2)	☐
3	Can the survey be skipped?	The path completes with every field empty	☐
3	Is the word optional on the screen?	On the screen, not in a tooltip	☐
4	Does the screen state the end date and what happens to data?	Both, above the confirm button	☐
4	Do both button labels name their action?	Neither label carries a feeling	☐
5	Does the subscriber get a record?	A done screen and an email carrying the same end date	☐
5	Is the email clean?	Confirmation only, with no offer attached	☐

The rules, with their status on 15 October 2026

Rule	Status	What it requires of a screen
ROSCA, Restore Online Shoppers Confidence Act, US federal	In force	All material terms disclosed before billing information is taken, express informed consent before the charge, and simple mechanisms for stopping recurring charges
California Business and Professions Code section 17602, as amended by AB 2863 (Stats. 2024, Ch. 515)	In force. The amendments apply to contracts entered into, amended or extended on or after 1 July 2025, subdivision (j)	Online termination at will with no further steps that obstruct or delay it (d)(1), the two acceptable online methods (d)(1)(A) to (B), authentication with an offline route kept (d)(3), a retention offer only beside a continuously displayed click to cancel control (e)(2), cancellation in the same medium used to subscribe (f)
EU Digital Services Act, Regulation (EU) 2022/2065, Article 25	Applicable since 17 February 2024. It binds providers of online platforms as Article 3 defines them, which is a product-by-product question	No online interface designed, organised or operated so that it deceives, manipulates or materially distorts or impairs a free and informed decision. Recital 67 names a cancellation made significantly more cumbersome than signing up
FTC 2024 amendment to the Negative Option Rule, the click-to-cancel rule	Vacated in its entirety by the Eighth Circuit on 8 July 2025, before its deferred compliance date of 14 July 2025	Nothing. There is no federal click-to-cancel rule to build a flow against

What this template is not

It is a design template and not legal advice, and nothing in it says a flow is compliant. California is one state, and it is in here because it is the one with screen-level requirements. Whether Article 25 of the Digital Services Act reaches a product is the Article 3 question, answered product by product. The US federal picture has been unsettled since July 2025, so the date on each rule is part of the claim. The sequence of five screens is Cluma editorial judgement: no rule names a screen count.

Cancellation flow template for SaaS. Sources read 15 October 2026: [ftc.gov](https://www.ftc.gov), [leginfo.legislature.ca.gov](https://leginfo.ca.gov) section 17602, eur-lex.europa.eu CELEX 32022R2065, [lw.com](https://www.lw.com). Full post, with the sources and their weaknesses: www.cluma.design/blog-posts/compliant-cancellation-flow-template-for-saas