

12 of 24 sign-up flows start with the annual or pricier plan already selected.

We walked the public sign-up of 30 digital subscriptions sold in the UK (news and magazines, streaming, security software, apps, dating, family history and more) as a guest, from the plan page to the last screen before payment, and read what each site says about cancelling. Here is what keeps coming up, with the screen it sits on and the rule behind it.

At a glance

- 30 sign-up flows walked, desktop, as a guest
- 9 findings worth a look, each seen in two or more flows
- 16 checks per flow from the Flowlane checklist

Walked 5 to 6 Oct 2026 · Version 1.0 · 7 Oct 2026

What we saw across 30 sign-up flows walked

Walked against the full Flowlane checklist for the United Kingdom (16 checks); shown: every finding seen in more than one flow, with the screen it sits on, the rule it touches and the usual size of a change. Counted once per flow; uncertain observations not counted. Each number counts only the flows in which that step could be checked.

WHAT WE SAW AND WHERE IT SITS	FLOWES	RULE	CHANGE
Annual or higher-priced plan selected before the customer chooses Plan page, basket	12 of 24	B · CCR reg 40	S Small
Offer condition only in a footnote or on the next page Plan page footnote, plan detail	4 of 26	B · DMCC s 230	M Medium
Account or email required before any plan price is shown Registration step	4 of 30	C · DMCC ss 226–228	L Large
Refusing cookies takes more effort than accepting them Cookie banner on the first page	9 of 19	D · PECR reg 6	M Medium
Also seen in two or three flows			
How to cancel missing where the plan is confirmed	2 of 6	A · DMCC ss 256–257	S Small
Trial or intro price rolls on with no reminder announced	2 of 14	A · DMCC ss 258–259	S Small
Cancelling only by phone, though joining is online	2 of 21	A · DMCC s 260	L Large
First-year discount shown without the price that follows	2 of 26	A · DMCC ss 256–257	M Medium
Marketing consent bundled into sign-up or ticked in advance	3 of 16	D · PECR reg 22	S Small

S: a label or a line of text · M: layout or the order of a step · L: a new screen or route.

Three examples, written as categories

CHOOSING

In one sign-up flow, the higher tier was selected on arrival, at more than twice the monthly price of the smaller plan offered next to it.

JOINING

In one sign-up flow, a short questionnaire led straight to an account form; no plan and no price appeared before a name and email were asked for.

LEAVING

In one sign-up flow, joining took a few screens online, but the help page said cancelling needs a phone call to customer care.

What the rules ask

The pricing and unfair-practice rules have applied since 6 April 2025. The subscription regime is expected to apply from January 2027; the date is not yet fixed. Shown here: the rules this report touches.

A · DMCC ss 256–257A · DMCC ss 258–259A · DMCC s 260

Subscriptions EXPECTED JANUARY 2027
Pre-contract information before the customer commits, reminders before a trial or introductory period ends and before renewals, and an exit that is as easy as the sign-up.

B · DMCC s 230B · CCR reg 40

Fees and total price IN FORCE SINCE APRIL 2025
The total price, including every mandatory charge, in the headline price. No additional payment without the customer's express consent, so nothing pre-ticked.

C · DMCC ss 226–228

Banned and unfair practices IN FORCE SINCE APRIL 2025
No false urgency, no claims of limited availability that are not true, no omission of information the customer needs to decide.

D · PECR reg 6D · PECR reg 22

Consent IN FORCE
Non-essential cookies and marketing messages wait for a clear yes; refusing is as easy as accepting.

Check your own flow in ten minutes

One question per finding. A "no" is worth a look; it is not a verdict.

QUESTION	RULE	YOUR FLOW
1 Does the plan page open with no plan, or the monthly or smallest plan, selected?	B · CCR reg 40	☐ yes ☐ no
2 Is every condition behind an offer price, such as new customers only or upfront billing, readable next to that price?	B · DMCC s 230	☐ yes ☐ no
3 Can a customer see the plans and what they cost before creating an account or giving an email?	C · DMCC ss 226–228	☐ yes ☐ no
4 Does the screen where the customer commits say how to cancel, not only that they can?	A · DMCC ss 256–257	☐ yes ☐ no
5 Is a reminder before the end of a trial or discounted period announced where the customer signs up?	A · DMCC ss 258–259	☐ yes ☐ no
6 Can a customer who joined online also cancel online, without a call or a written notice?	A · DMCC s 260	☐ yes ☐ no
7 Does the order summary state the price that applies after a first-year or introductory discount?	A · DMCC ss 256–257	☐ yes ☐ no
8 Is rejecting non-essential cookies one click on the first banner, with no ad trackers set before a choice?	D · PECR reg 6	☐ yes ☐ no
9 Is marketing consent a separate, unticked choice, apart from accepting the terms?	D · PECR reg 22	☐ yes ☐ no

Not observed in this benchmark

Reminders before a trial or offer ends
Sent by email after sign-up; most flows stopped before the payment step where one could be announced.

Cancellation steps inside the account
Behind the login; we read only the public help pages and terms.

Plans behind a sign-up wall
Four flows asked for an account before showing any plan or price.

How the benchmark is made: public flows, walked as a guest, with a screenshot for every observation and a rule mapping, no company named. Full method: getflowlane.com/benchmarks/consumer-software-united-kingdom/#method

NEXT STEP

See where your flow sits. Twenty minutes, for you only.

Book a walkthrough: getflowlane.com/walkthrough

Or email the URL of your flow to tobias@getflowlane.com



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