



Institute for
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NEW YORK UNIVERSITY SCHOOL OF LAW

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NEW REPORT OFFERS PATH FOR LIMITING UNWANTED USER DATA RETENTION

The Federal Trade Commission can regulate account deletion to make it faster and easier.

Many companies make it difficult or impossible to delete a consumer account in order to retain and profit from the user's data and charge subscriptions, wasting consumers' time and money.

[A new report](#) from the Institute for Policy Integrity at NYU School of Law argues that a Federal Trade Commission (FTC) rule requiring reasonable cancellation practices for all market actors and providing clear and specific guidelines would address the harms of "immortal accounts." Such regulation would fall under the FTC's authority and advance the Commission's mission to protect consumers and competition by preventing deceptive, unfair, and anticompetitive business practices.

The full report, ***Regulating Immortal Accounts: How the FTC Can Limit Unwanted Data Retention*** is available at: <https://policyintegrity.org/publications/detail/regulating-immortal-accounts>

The authors are available for interviews on these issues.

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