iOS 13 will remind you to cancel your subscription when you delete an app

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- Apple Senior VP Craig Federighi unveiling iOS 13’s dark mode at WWDC earlier this month.
- Among other notable iOS updates coming this fall: the camera will get some extra digital muscle, like the ability to adjust lighting on your photos (mimicking what pros might do with physical lights in a studio).
- Maps has a gotten an overhaul powered by many, many miles of lidar-attached driving. This is the same area with the left screen demoing the new level of detail.
- More Memoji customization is coming your way, including things like more granular skin tone selection…
- …and the ability to choose lip color, piercings, hats, mouths, and more.

Sure, some users will appreciate iOS 13’s dark mode, but features that relate to privacy, quality of life, and user advocacy are likely to be the ones that make the biggest difference for people when Apple’s new iPhone, iPad, and iPod software arrives later this year.

To that point, uninstalling an app to which you have a paid subscription in iOS 13’s latest beta release will lead to a

prompt to potentially unsubscribe from that app. This might be a good idea because odds are decent that if you're deleting the app, you're not planning to use the related service anymore.

Of course, that won't always be the case: you could just be removing the app temporarily, you could still plan to use it on another device, or you could even just wish to keep supporting the developer who made it. The prompt just says "Manage Subscription," which is what copywriters might call a soft call-to-action—it's not *telling you* to unsubscribe, it's just making it an option.

MacStories editor Federico Viticci brought this to users' attention on Twitter after discovering it in iOS 13's second beta release. Here's an example of the full text of the prompt in iOS 13, pulled from Viticci's tweet:

> *Do you want to keep your subscription to this app?*
>
> *Your subscription to "Overcast" can still be used on other devices. It will automatically renew on Apr 3, 2020 unless canceled at least a day before.*

The two options to click are "Manage Subscription," as noted, and "Keep."

Apple has been working to increase App Store revenue for both itself and third-party developers working with its platform, so the company has encouraged developers of apps of all types to explore the possibility of offering subscription-based services—and Apple takes a significant cut of the revenue. Some developers have locked all the functionality of their apps behind these subscriptions, but most have chosen to offer some features or content for free and others for subscribers.

Apple now offers a page for managing subscriptions you've signed up for through its system, but some developers might be

banking on users simply forgetting they have active subscriptions. Even though the copy is softly worded, this change will make that something developers can’t count on should the feature make it to the final public release later this year—and that might turn out to be a boon for both users and the health of the iOS software ecosystem.

Listing image by Ron Amadeo

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