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Yorba Expands Subscription Tracking to the European Union at Web Summit 2024
Helping EU Consumers Take Control of Their Subscriptions and Cut Unnecessary Costs

Lisbon, Portugal — November 11th, 2024 — On the opening day of Web Summit 2024, [Yorba](#), the platform that helps users declutter their digital footprint, is expanding its subscription tracking services to the European Union (EU). Following its recent expansion in Canada, Yorba's subscription tracking service now supports major EU banks, giving users a simple way to automatically find, track, and easily cancel paid subscriptions.

As [European consumers spend an average of €696 per year on subscription services](#), many are unknowingly paying for services they no longer use. Yorba's expansion couldn't come at a better time, offering a practical solution to help users stay on top of their monthly and annual expenses.

"Expanding into the European Union is another key step in our mission to give people control over their digital lives," said Chris Zeunstrom, CEO and Founder of Yorba. "This new capability enables our EU users to manage their subscriptions effectively, cut down on unnecessary expenses, and streamline their digital footprint. Privacy and control are at the heart of everything we do, and we're excited to bring this capability to our European users."

Key features available to users in the EU include:

- **Active Subscription Monitoring:** Automatically track and categorize ongoing subscriptions.
- **Cancellation Support:** Easily spot unused subscriptions and get instructions on canceling them.
- **Payment Alerts:** Get notifications for upcoming charges and price increases.

Beyond subscription management, Yorba also provides tools to help people delete old online accounts, receive fewer unwanted emails, act on data breaches and keep their personal

information safer from being shared, sold, or stolen. Yorba remains dedicated to offering an ad-free, privacy-focused user experience.

Yorba offers a basic plan for free, while the premium plan—available for 5.5 EUR per month—includes advanced features such as active subscription monitoring, unlimited actions, and priority access to new updates.

Since launching in 2023, Yorba has rapidly expanded its global user base. With this move into the European Union, Yorba continues its mission to empower individuals to take control of their personal data and protect their digital footprint.

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About Yorba

Yorba is a Public Benefit Corporation headquartered in Lisbon and New York, recognized as one of the top 15 startups in Portugal. Founded by Chris Zeunstrom, David Schmudde, and Nolan Cabeje, Yorba is a digital footprint management platform that helps users find, manage, and protect their online accounts. The company prioritizes user privacy and well-being, offering members a way to get fewer unwanted emails, save on unused subscriptions, and keep their personal information safer from being shared, sold, or stolen.