

Media reports that Microsoft “ineffectively” communicated the changes. Many users learned about the price increases only from untimely pop-up notifications. Some subscribers even reported being “misinformed” about the details of the pricing plan. Some European subscribers were mistakenly informed of a sharp price increase from €10 to €13,000.

Microsoft also installed the Copilot app on users’ devices without clear consent, leading to even more complaints. The ability to disable Copilot is “limited and inconsistently implemented” across different applications, critics write.