

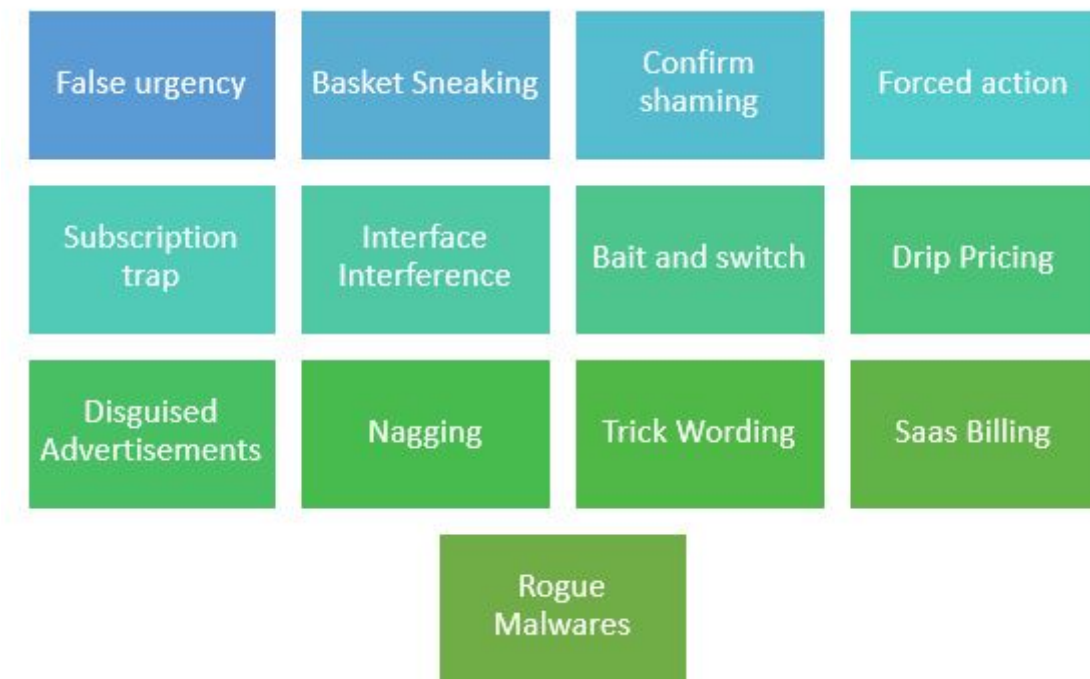
Dark Patterns

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Why in News?

The Central Consumer Protection Authority (CCPA) said that 26 digital storefronts had declared, that they had eliminated so-called “dark patterns” from their sites.

- **Dark Patterns** - Dark patterns are tricks used to manipulate users into taking actions they didn't intend to, such as making unintended purchases or signing up for unwanted services.
- It includes adding extra items to a consumer's cart without their knowledge, creating a false sense of urgency by claiming limited stock availability, etc.
- **1st coined by** - The term dark patterns was coined by Harry Brignull in 2010.
- **Highly violated sectors** - Mainly includes fashion, personal care, ecommerce, food and beverages, and finance.
- **Legal provisions** - Regulated Under the Consumer Protection Act, 2019 as ‘unfair trade practices.
- **Consumer Protection (E-commerce) Rules, 2020** - Define responsibilities of e-commerce entities, liability of marketplaces, and grievance redressal mechanisms.
- **Guidelines on Misleading Advertisements (2022)** - Ensure ads are non-misleading, regulate bait/free claim ads, and assign duties to advertisers.
- **BIS Standards on Online Consumer Reviews (2022)** - Voluntary framework to prevent fake/deceptive reviews, emphasizing integrity, accuracy, transparency, and responsiveness.
- **13 patterns** - The CCPA listed 13 specified dark patterns identified in e-Commerce sector.



- **Impact on Consumers** - Directly harm users by causing financial losses, privacy breaches, and buyer's remorse, undermining their digital experience.

To know more about dark patterns click [here](#).

References

1. [The Hindu| E-commerce firms compliance with dark pattern guidelines](#)
2. [Indian Express | Dark pattern](#)