

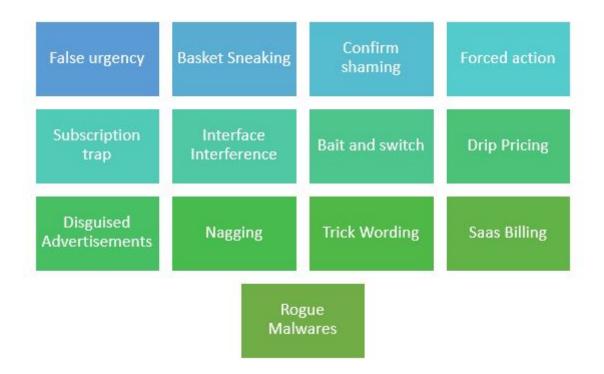
## **Dark Patterns**

**Prelims:** Current events of national and international importance | Economy

## 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 <u>tricks used to manipulate users</u> 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.
- $1^{st}$  coined by The term dark patterns was coined by <u>Harry Brignull</u> 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. <u>Indian Express | Dark pattern</u>

