

GRC BULLETIN

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CCPA

Guidelines for Prevention and Regulation of
Dark Patterns, 2023

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GENERAL LAWS

Authority

Central Consumer Protection Authority

Circular Date

November 30, 2023

Circular Number

F. No. CCPA-1/1/2023-CCPA -(Reg).

Effective Date

November 30, 2023

CCPA - GUIDELINES FOR PREVENTION AND REGULATION OF DARK PATTERNS, 2023

Applicability:

Applicable to all platforms, systematically offering goods or services in India, advertisers and sellers

The Central Consumer Protection Authority notifies the Guidelines for Prevention and Regulation of Dark Patterns, 2023 to prevent any person, including any platform, to engage in any dark pattern practice.

These guidelines provide for the prevention and regulation of dark patterns, namely:-

1. False Urgency:
 - Falsely creating urgency or scarcity to prompt immediate action.
 - Examples include showing false popularity and limiting quantities.
2. Basket Sneaking:
 - Including additional items without user consent during checkout.
 - Exceptions for disclosed necessary fees, samples not considered as basket sneaking.
3. Confirm Shaming:
 - Creating fear, shame, or guilt to influence user decisions.
 - Examples include pressuring users to purchase insurance or contribute to charity.
4. Forced Action:
 - Compelling users to take actions for unrelated goods or services.
5. Subscription Trap:
 - Making subscription cancellation complex or hidden.
 - Forcing payment details for a free subscription and ambiguous cancellation instructions.
6. Interface Interference:
 - Manipulating design to highlight certain information and obscure relevant details.
 - Examples include deceptive button colors and misleading icons.
7. Bait and Switch:
 - Advertising one outcome but providing a different, often more expensive, result.



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8. Drip Pricing:

- Not revealing full prices upfront or charging more post-confirmation.
- Examples include misleading flight prices and undisclosed in-app purchases.

9. Disguised Advertisement:

- Posing ads as user-generated content or news articles to deceive users.

10. Nagging:

- Annoying users with repeated requests or interruptions for commercial gains.

11. Trick Question:

- Deliberately using confusing language to misguide users.

12. SaaS Billing:

- Generating recurring payments in SaaS models, exploiting positive acquisition loops.
- Examples include silent subscription renewals and charging for unused features.

13. Rogue Malwares:

- Using ransomware or scareware to deceive users into paying for fake malware removal tools, installing malware instead.

Source: [Click Here for more details](#)

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