

Charts from GALA webinar 7 December 2023

Following are the charts on India 'Dark Patterns'
from Kanu Priya of Kan & Krishme India.

The full webinar deck and commentary can be found in our International section

Chart 1 of 3 – India ‘Dark Patterns’ Dec 2023

India

- Guidelines applicable to all platforms, systematically offering goods or services in India; advertisers; sellers.
- Dark patterns specified in the guidelines include:

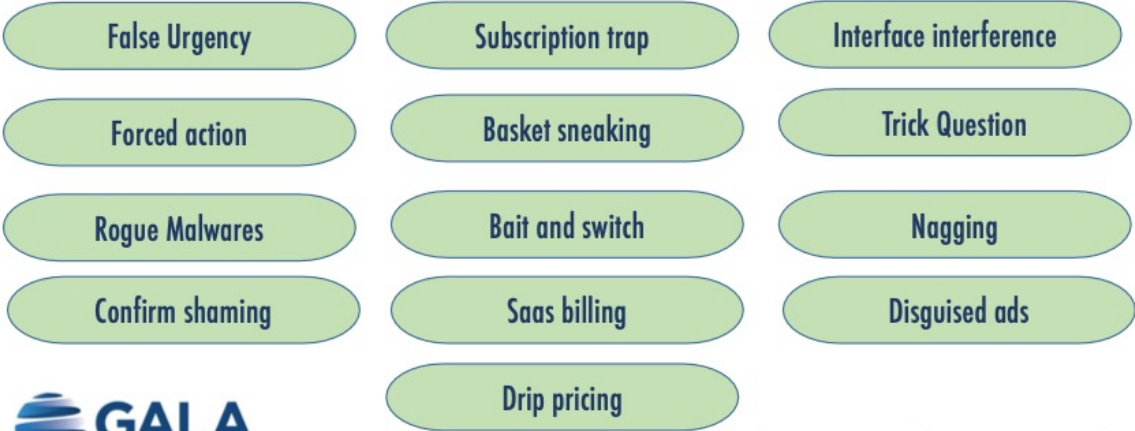


Chart 2 of 3 – India ‘Dark Patterns’ Dec 2023

India

- Central Consumer Protection Authority notified the “Guidelines for Prevention and Regulation of Dark Patterns, 2023” on 30th November, 2023.

Dark Patterns

Any practices or deceptive design pattern using user interface or user experience interactions on any platform that is designed to mislead or trick users to do something they originally did not intend or want to do, by subverting or impairing the consumer autonomy, decision making or choice, amounting to misleading advertisement or unfair trade practice or violation of consumer rights.

Chart 3 of 3 – India ‘Dark Patterns’ Dec 2023

India

- ASCI has also issued guidelines for online deceptive design patterns in advertising.

Dark Patterns identified by ASCI

