

**Government of India
Ministry of Consumer Affairs, Food and Public Distribution
Department of Consumer Affairs**

**LOK SABHA
UNSTARRED QUESTION NO. 540
TO BE ANSWERED ON 23.07.2025**

GUIDELINES FOR PREVENTION AND REGULATION OF DARK PATTERNS, 2023

540. SMT. BHARTI PARDHI:
(OIH) SHRI SHRIRANG APPA CHANDU BARNE:

Will the Minister of **CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION** be pleased to state:

- (a) the specific steps being taken by the Government to ensure strict compliance of the “Guidelines for Prevention and Regulation of Dark Patterns, 2023” by online platforms;
- (b) the mechanisms put in place for consumers to report such practices along with the average time taken for resolution of such complaints;
- (c) the steps being taken by the Government to strengthen the “Consumer Protection (E-Commerce) Rules, 2020” in order to ensure greater accountability of e-commerce entities particularly with regard to product quality, timely delivery and effective grievance redressal mechanism; and
- (d) whether the Government has any plans to impose strict penalties for platforms failing to comply with these Rules, if so, the details thereof?

ANSWER

**THE MINISTER OF STATE
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI B.L.VERMA)**

(a) to (d) : Central Consumer Protection Authority, in exercise of the powers conferred by Section 18 of the Consumer Protection Act, 2019, issued “Guidelines for Prevention and Regulation of Dark Patterns, 2023” on 30th November, 2023 for prevention and regulation of dark patterns listing 13 specified dark patterns identified in e-Commerce sector. These dark patterns include false urgency, Basket Sneaking, Confirm shaming, forced action, Subscription trap, Interface Interference, Bait and switch, Drip Pricing, Disguised Advertisements, Nagging, Trick Wording, Saas Billing and Rogue Malwares.

In furtherance, to safeguard consumer rights and promote fair trade practices, Department of Consumer Affairs, Government of India convened a meeting on 28th May 2025 under the chairmanship of Hon’ble Minister of Consumer Affairs, Food & Public Distribution and New and Renewable Energy with representatives from major e-commerce companies, industry associations, Voluntary Consumer Organizations and National Law Universities for a focused dialogue on eliminating deceptive online practices.

As an outcome of the said meeting, an “Advisory in terms of Consumer Protection Act,2019 on Self-Audit by E-Commerce Platforms for detecting the Dark Patterns on their platforms to create a fair, ethical and consumer centric digital ecosystem” was issued by Central Consumer Protection Authority on 5th June,2025 .

All E-Commerce platforms have been advised through the said Advisory to take necessary steps to ensure that their platforms do not engage in such deceptive and unfair trade practice which are in the nature of Dark Patterns. Further, all E-Commerce platforms have been advised to conduct **self-audits** to identify dark patterns, **within three months of the issue of the advisory** and take necessary steps to ensure that their platforms are free from such dark patterns. Based on the self-audit reports, the E-Commerce platforms should also give self-declarations that their platform is not indulging in any dark patterns in order to ensure fair digital ecosystem along with building trust between consumers and e-commerce platforms.

A Joint Working Group, comprising representatives from Ministries, National Law Universities and Voluntary Consumer Organizations, has been constituted vide Office Memorandum dated 5th June,2025 for identifying the dark patterns and stakeholders to work together in creating a transparent, ethical and user-centric online environment .

To safeguard consumers from unfair trade practices in e-commerce, the Department of Consumer Affairs has also notified the Consumer Protection (E-commerce) Rules, 2020 under the provisions of the Consumer Protection Act, 2019. These rules, inter-alia, outline the responsibilities of e-commerce entities and specify the liabilities of marketplace and inventory e-commerce entities, including provisions for consumer grievance redressal.

As per Consumer Protection Act, 2019 under Section 21 (2), Central Government is vested with powers to impose a penalty in respect of false or misleading advertisements by a manufacturer or endorser, which may extend to ten lakh rupees and for every subsequent contravention by a manufacturer or endorser, impose a penalty, which may extend to fifty lakh rupees.
