## Dark Patterns

It is very important that the product, whether it be a website or an application, a game, leave a good impression on the user. Therefore, it is very important not to use or limit the use of dark patterns. After all, no one likes to be deceived.

Darke patterns is a way of tricking a user, make him act like you want it, signing up for something without fully realization of what is happening.

The away dark pattern work is very simple. Usually, it works on customer misunderstanding or laziness of an user to read everything.

There are few types of dark patterns, there is no point in going into details as the title explains itself:

Trick questions

Sneak into basket

Roach motel

Privacy zuckering

Price comparison prevention

Misdirection

Hidden cost (Personally my favourite)

Bait and switch

Confirm shaming

Disguised advertisement

Forced continuity

Friend spam

The use of any of these dark patterns can lead to a loss of trust or complete loss of a client. All of these patterns are legal or semi-legal in the gray area.

<https://www.darkpatterns.org/types-of-dark-pattern>

Licensing

The license for the product must be issued in accordance with all standards. The standards can be found at <https://creativecommons.org/licenses/by-sa/4.0/>

This will prevent plagiarism and protect the product with the principles of private and intellectual property, which is very important in the digital age.

If the product has a license, this does not mean that all ethical and legal difficulties have been resolved. It is very important to know and follow the 13 principles of the privacy act.

Privacy Act

The Privacy Act 2020 stays about rules that user’s information can be collected, stored, shared, or viewed.

It guarantees that:

If you want - you can get an access to your information.

You must be notified if and when your information is collected.

All information that have been collected is used in shared in a appropriate way.

All information is secure and safe.

There are twelve main principles that create a whole act about privacy.

Principle is about reason for collection.

Principle is staying that information that collected must be from a source.

Principle saying that organization should be open for the reason of gathering information.

Principle is about way of collecting information.

Principle is about security and the way is information is going to be stored.

Principle is about person’s right to access his own information.

Principle staying that person is allowed to correct it in a right way.

Principle staying that organization must check for correctness of information they are collecting.

Principle staying that all information that has been gathered should have an expiration day.

Principle says that there are limits of the ways collected information can be used.

Principle states that the information collected may only be used for the purposes for which it was originally collected.

Principle states that the information collected may only be used for the purposes for which it was originally collected and do not leave New Zealand.

Principle states that organizations cannot assign an ID to a customer, unless specified.

Following these principles will help avoid any legal issues.

https://privacy.org.nz/privacy-act-2020/privacy-principles/