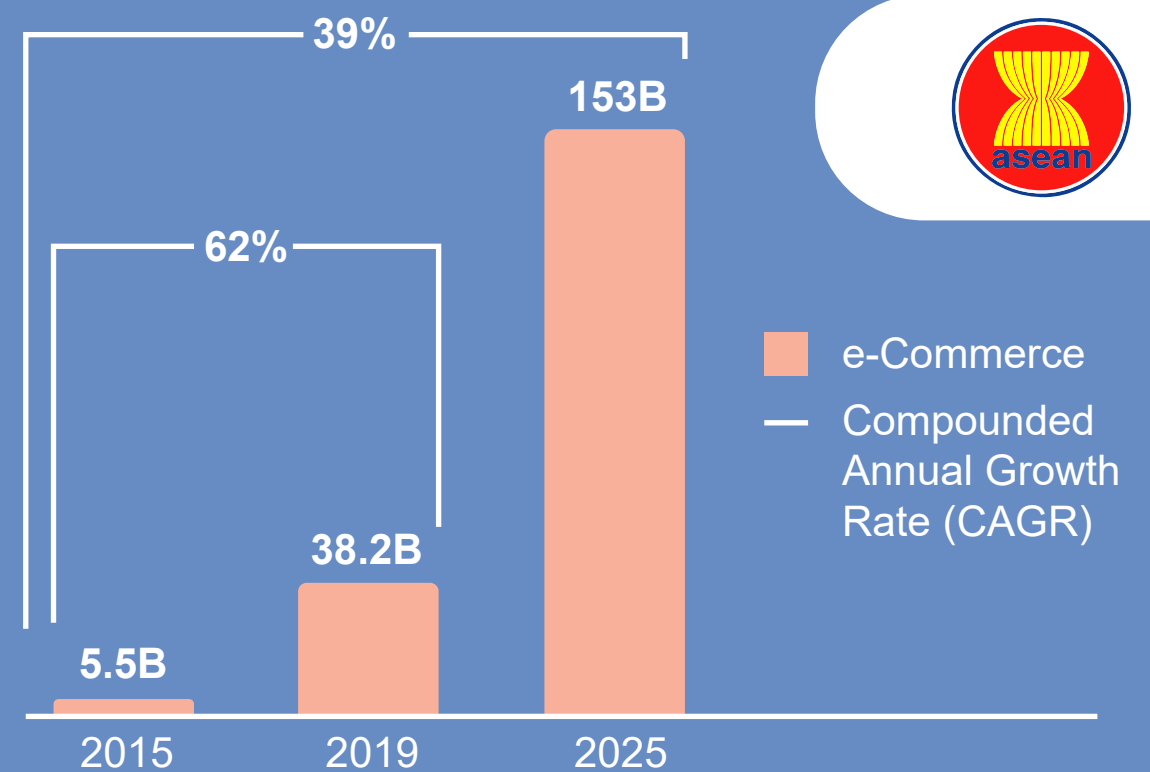


# E-COMMERCE IS ON THE RISE IN ASEAN, BUT IT COMES WITH RISKS



E-Commerce Growth in Southeast Asia

Source: Google and Temasek, 2019

As a key driver for ASEAN economies, e-commerce is **significantly changing business-to-consumer transactions**.

E-commerce offers **the ease of buying goods and services** with just a few clicks and having them delivered to your home.

Despite greater convenience, new **consumer risks** emerge.

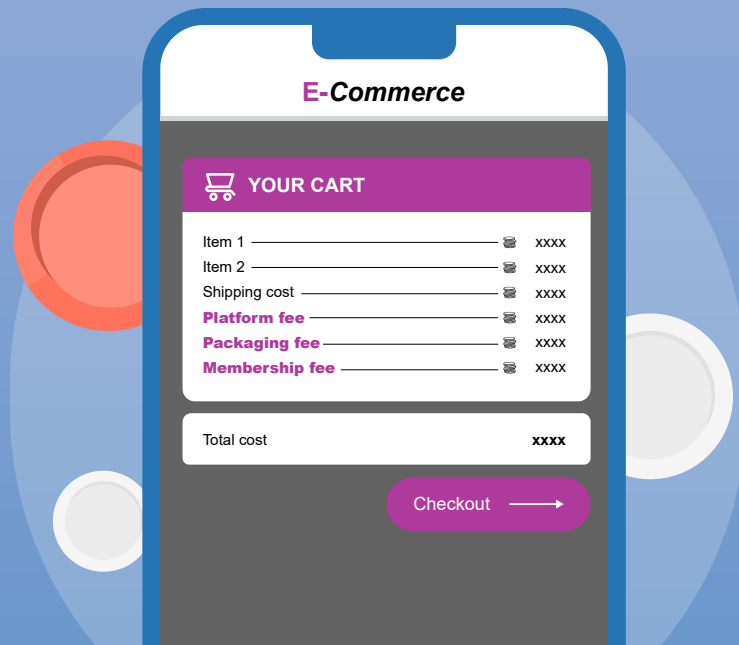
Through deceptive design of user interfaces – or so-called “**dark patterns**” – online businesses and platforms can **mislead** consumers and **manipulate** their choices.

## DARK PATTERNS

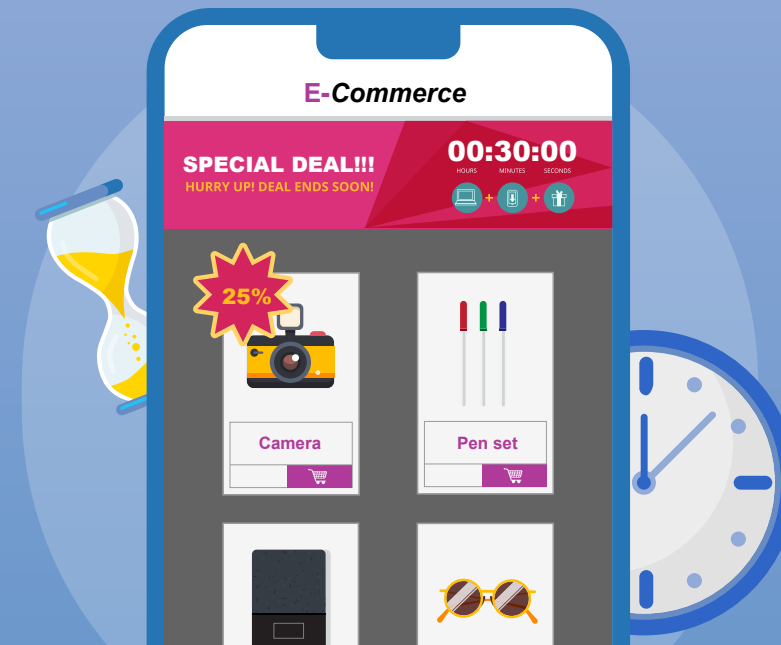


# CONSUMERS SHOULD BEWARE OF DARK PATTERNS

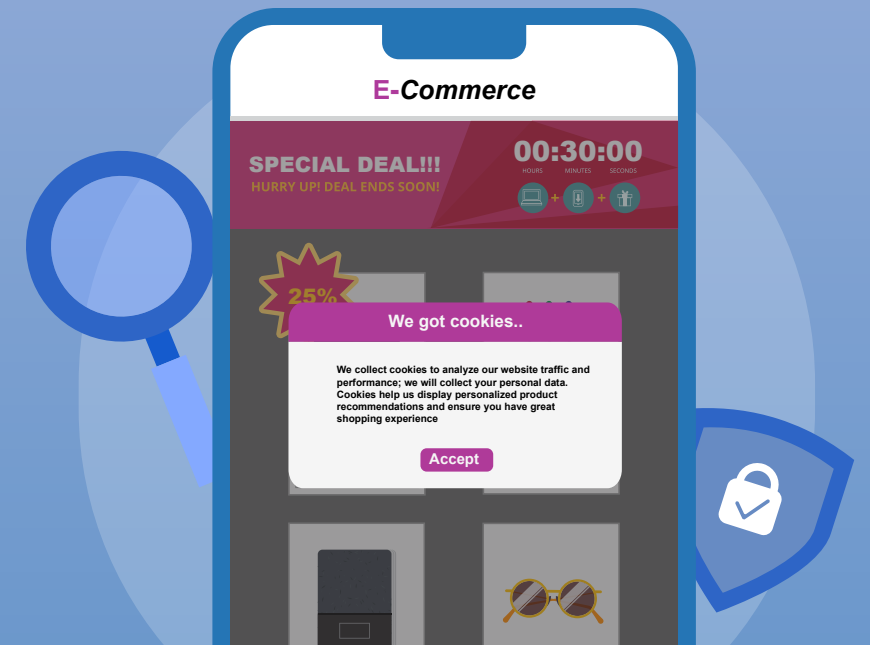
Dark patterns come in many different forms, such as:



Hidden costs, fees or items added to purchases without the knowledge or consent of the consumer



Disguised ads or countdowns that cause a false sense of urgency or scarcity



Misdirection or omission of information about the use of personal data or subscriptions

For more examples, visit [www.deceptive.design](http://www.deceptive.design).



Consumers should always be on the lookout for dark patterns when shopping online and report suspicious websites to relevant authorities. Information on consumer protection agencies in ASEAN can be found at [aseanconsumer.org](http://aseanconsumer.org).

# BUSINESSES MUST ADHERE TO FAIR ONLINE PRACTICES

To avoid potential legal actions, online businesses should design their websites with fairness in mind:



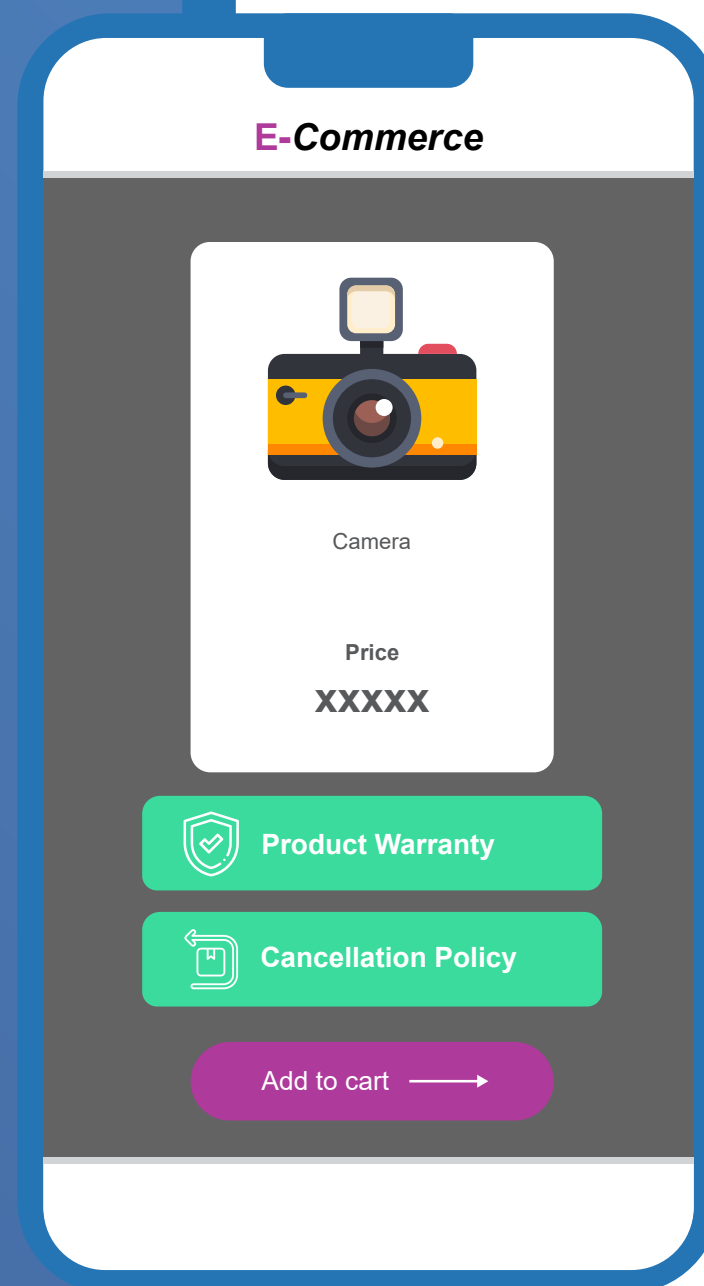
Asking for explicit confirmation of purchase and consent for the use of personal data



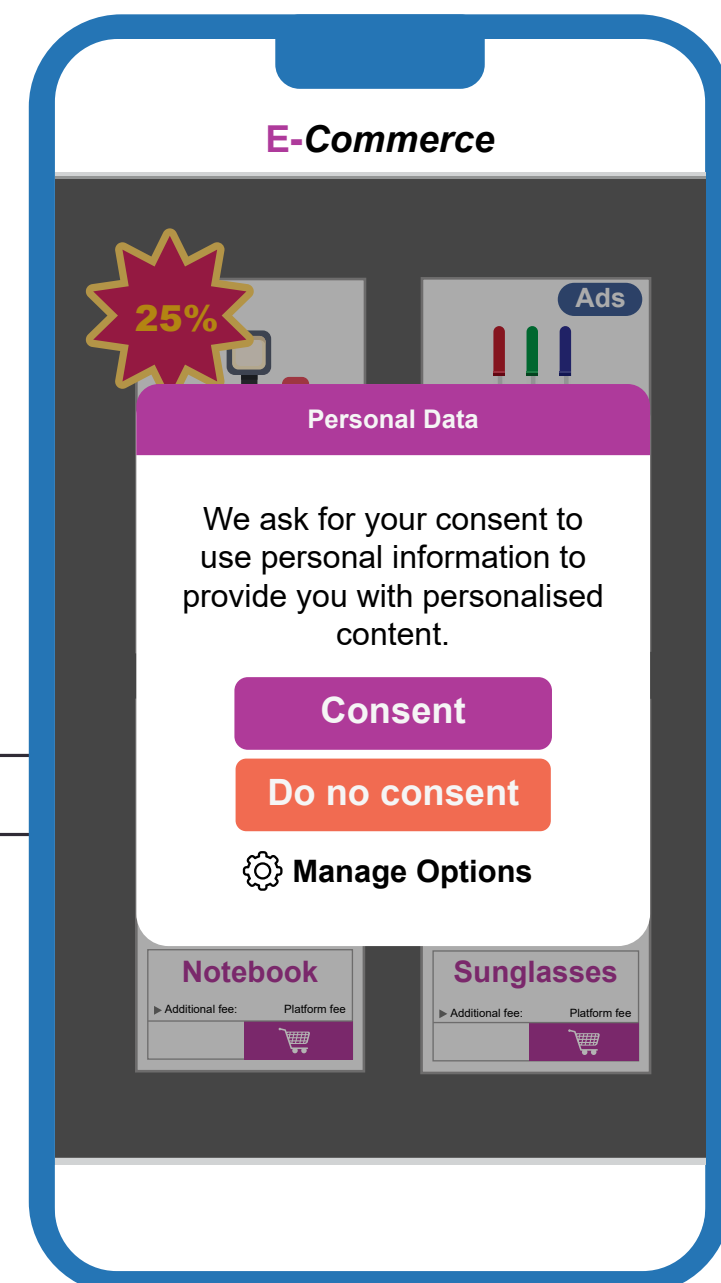
Providing truthful and complete information about the availability of goods and services, guarantees, cancellation options and refunds

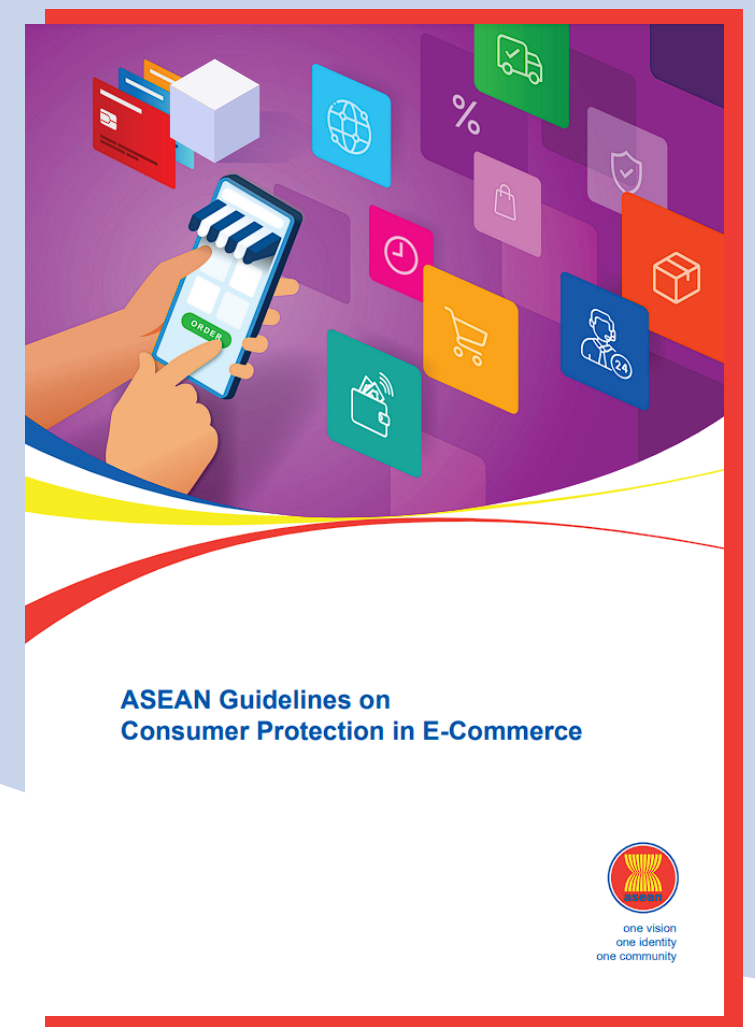
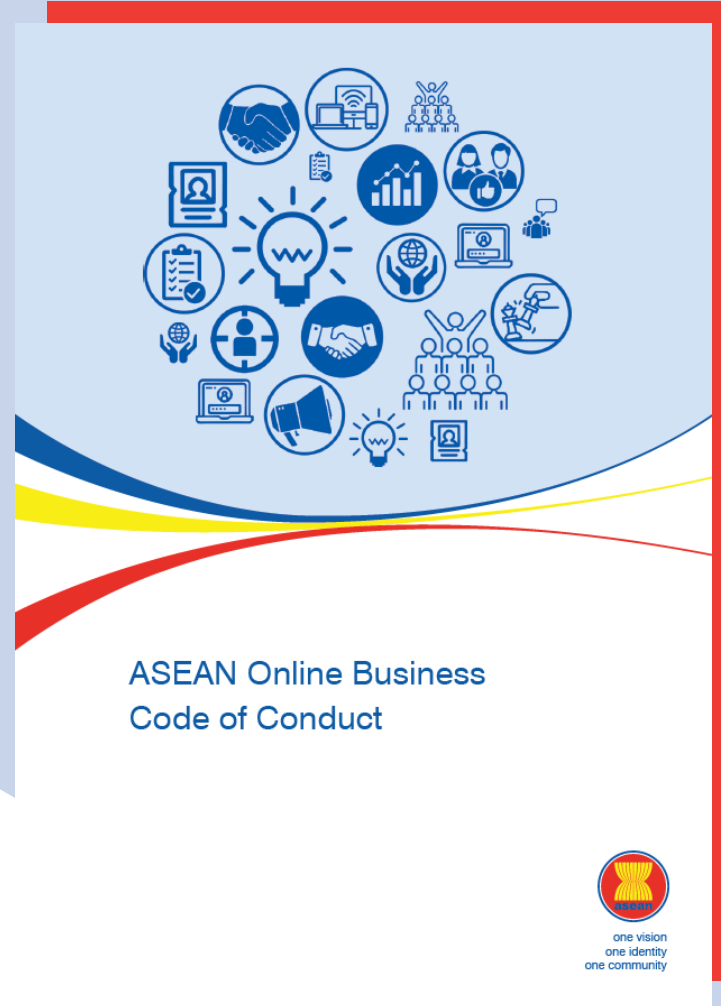


Disclosing additional fees, subscription renewals, advertisements and reviews





Businesses should refrain from engaging in deceptive and misleading practices – both offline and online.








# GOVERNMENTS NEED TO IMPLEMENT MEASURES TO CURB DARK PATTERNS

Government authorities should take **active steps against dark patterns** on websites and online platforms. These may include:

-  Developing new regulations to prohibit the use of dark patterns
-  Issuing guidelines to provide orientation for online businesses

The ASEAN Committee on Consumer Protection (ACCP) has important resources that can be used as reference, among others:

-  ASEAN Guidelines on Consumer Protection in E-Commerce
-  ASEAN Online Business Code of Conduct
-  ASEAN Guidelines on Unfair Contract Terms

