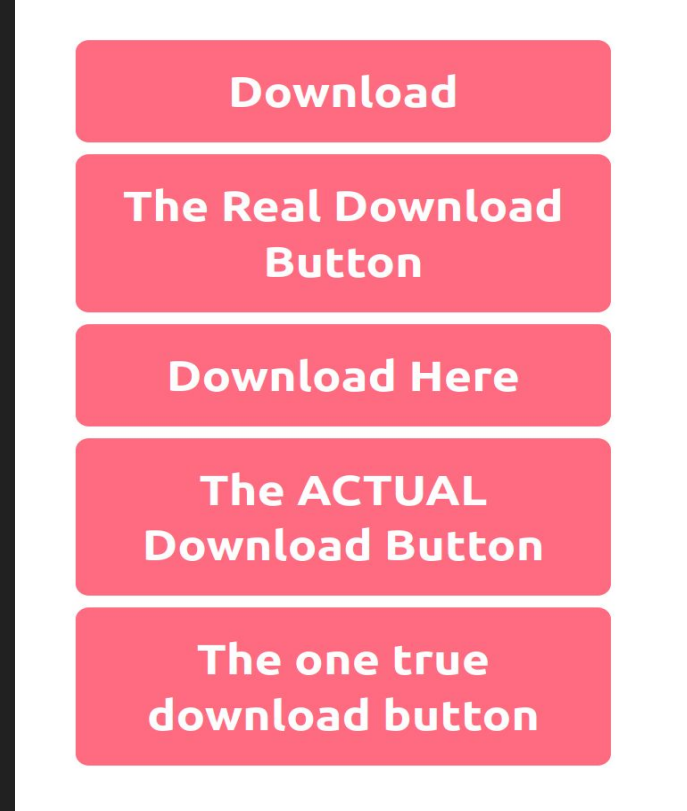


Dark Patterns

How to Legally Trick Users 101*

What is a Dark Pattern

Interface design deliberately used to trick users into doing things that they might not consent to (or otherwise prevent you from doing something you want to do really badly).



How to Close an Amazon Account



Tricks of the Trade - dont dont dont not opt out

Please enter your details to reserve your item(s)

Title :

First name * :

Last name * :

Email * :

Phone number * :

Please do not send me details of products and offers from Currys.co.uk

Please send me details of products and offers from third party organisations recommended by Currys.co.uk

[Reserve items](#)

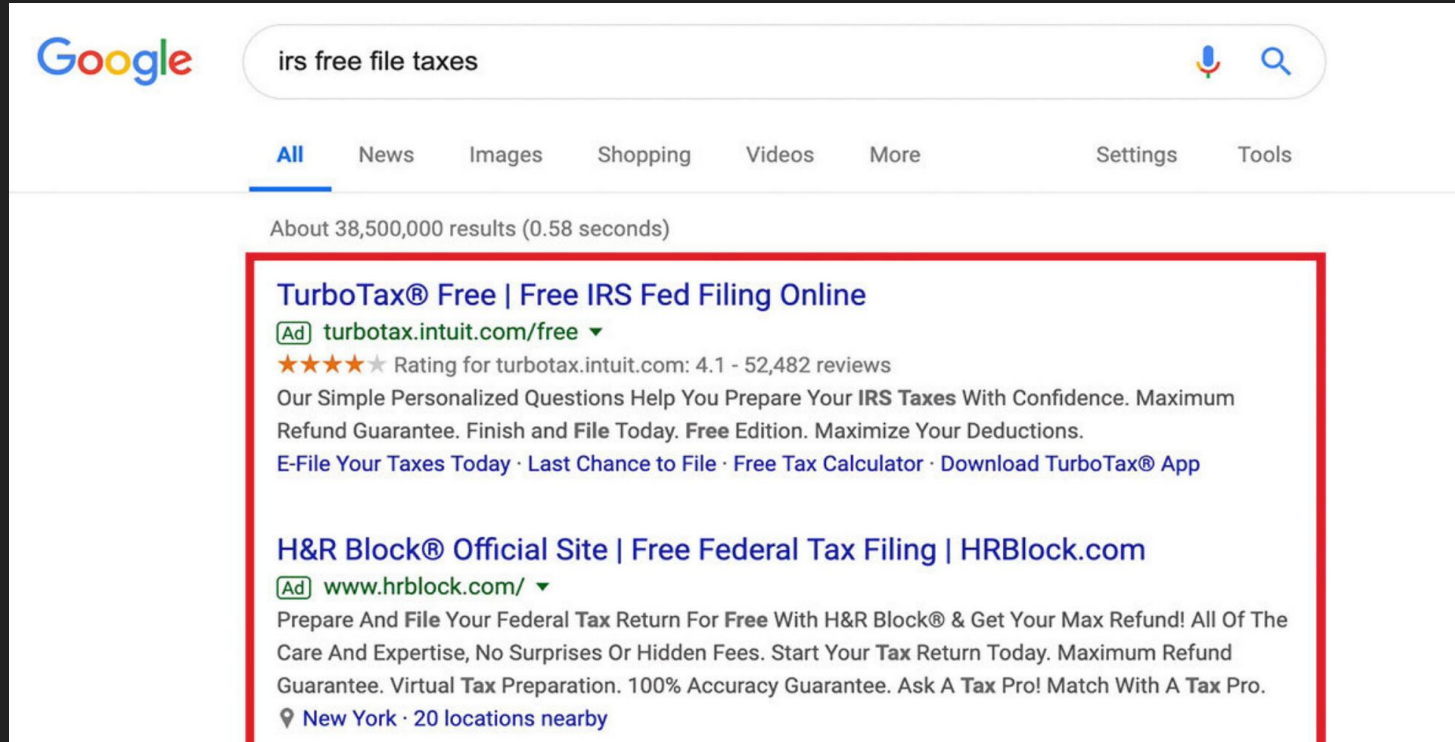
Tricks of the Trade - Roach Motel

Why is it always so hard to cancel a subscription?

Around 48% people forget to cancel "free" subscriptions to Netflix, Amazon, Masterclass etc.

Solution - Use a browser extension! but which one?

Tricks of the Trade - Search Engine (de)optimization



The image shows a Google search results page for the query "irs free file taxes". The search bar at the top contains the text "irs free file taxes" and has a microphone icon and a search icon to its right. Below the search bar, there are navigation tabs for "All", "News", "Images", "Shopping", "Videos", "More", "Settings", and "Tools". The "All" tab is selected and underlined. Below the navigation tabs, it says "About 38,500,000 results (0.58 seconds)". The search results are displayed in a list. The first result is an advertisement for TurboTax, which is highlighted with a red border. The second result is an advertisement for H&R Block, also highlighted with a red border.

Google

irs free file taxes

All News Images Shopping Videos More Settings Tools

About 38,500,000 results (0.58 seconds)

TurboTax® Free | Free IRS Fed Filing Online
Ad turbotax.intuit.com/free ▼
★★★★★ Rating for turbotax.intuit.com: 4.1 - 52,482 reviews
Our Simple Personalized Questions Help You Prepare Your **IRS Taxes** With Confidence. Maximum Refund Guarantee. Finish and **File Today**. **Free Edition**. Maximize Your Deductions.
[E-File Your Taxes Today](#) · [Last Chance to File](#) · [Free Tax Calculator](#) · [Download TurboTax® App](#)

H&R Block® Official Site | Free Federal Tax Filing | HRBlock.com
Ad www.hrblock.com/ ▼
Prepare And **File Your Federal Tax Return For Free** With H&R Block® & Get Your Max Refund! All Of The Care And Expertise, No Surprises Or Hidden Fees. Start Your **Tax Return Today**. Maximum Refund Guarantee. Virtual **Tax Preparation**. 100% Accuracy Guarantee. Ask A **Tax Pro!** Match With A **Tax Pro**.
📍 [New York](#) · [20 locations nearby](#)

Search Engine Deoptimization



To accurately report this income,
you'll need to upgrade

BENEFITS	Free Edition	Deluxe	Self-Employed
Report W-2 income	●	●	●
Report multiple sources of income— includes 1099-MISC, 1099-K, and more.		●	●
One-on-one help—get customized answers to your product and support questions from a TurboTax specialist.			
Maximize deductions—claim self-employed expenses such as vehicle, phone, supplies, and more (Schedule C).			●

Quiz- Dating Website

The image shows a screenshot of the Affinity by Match dating website. The interface features a grid of user profiles and a central promotional banner. Each profile card includes a name, age, and location, along with a heart icon and a speech bubble icon. The central banner promotes a compatibility quiz.

Name	Age	Location
Carl	Age 60	New York City
Walter	Age 52	Clifton
Mark	Age 53	New York City
Daniel	Age 58	Astoria
Pau	Age 56	Wilburton Nu...
Darrel	Age 60	New York City
Fred	Age 55	Parsippany-Tro...
Malach	Age 60	Manhattan
Collins7	Age 60	New York City
Michael	Age 51	New Castle
William	Age 53	New York City

affinity
by Match

Find true compatibilities

Improve your chances of meeting someone special

[TAKE THE QUESTIONNAIRE](#)

Speaking of Extensions ...

Use google calendar!

Checker Plus -
Chrome, Firefox

The screenshot shows the settings interface for the 'Checker Plus for Google Calendar' extension. The page has a blue header with the extension's name and a navigation menu with tabs: WELCOME, NOTIFICATIONS (selected), BUTTON, GENERAL, SKINS AND THEMES, and ACCOUNTS. The settings are organized into sections:

- Sound notification:** Set to 'Ding' with a volume slider.
- Voice notification:** Set to 'Google UK English Female' with sliders for Volume, Pitch, and Rate.
- Desktop notifications:** Set to 'Popup window' with a bell icon and a help icon.
- Show pending notifications reminder e...:** Set to '15 minutes' with a bell icon.
- Show calendar names:** Set to 'Only non-primary calendars'.

On the right side, there is a preview of the extension's notification popups. It shows a grid of calendar cards for 'Ding' and '25'. A tooltip is visible over one of the cards, displaying a list of events: 'Today: 4:00pm Go to gym', 'Tomorrow: 1:00pm Hot date', and '6:30pm Lisa Super'.

Questions, Thoughts, Ideas?

Other than promoting user awareness, is there anything we can do to discourage the use of dark patterns, especially for cancelling subscriptions and hiding free tier services?