

I *dark patterns* tra tecniche di manipolazione degli utenti e protezione dei dati personali

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The Phenomenon of 'Dark Patterns' between User Manipulation Techniques and Protection of Personal Data

Abstract: The phenomenon of dark patterns, *i.e.* interfaces and mechanisms to engage users on platforms in order to induce them to make not fully informed decisions, has become particularly present and insidious. The most recent legal doctrine is analysing the phenomenon both from the point of view of market manipulation and of the protection of personal data, which are processed on the basis of consents that do not respect the principles contained in the General Data Protection Regulation. Among the various techniques used, some concern the language or the way used to present information to the user, and for this reason they represent a topic of interest for both the philosopher of law and the scholar of legal informatics, in the definition of rules for the representation of information that do not rely on these techniques.

Keywords: Deceptive design, Social media, Cognitive bias, European Data Protection Board, General Data Protection Regulation, User privacy, Market manipulation.

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