

Personvern, manipulasjon og tillit

Gro Mette Moen, @grommoen

#deceivedbydesign

Dark patterns

*“...features of interface design crafted to **trick users** into doing things that they might not want to do, but which **benefit the business in question.**”*

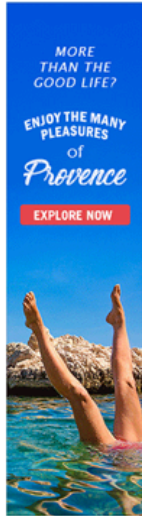
Kilde: Darkpatterns.org



Why book with us?
✓ Hotels.com doesn't charge cancellation fees
✓ Price Guarantee

Unlock instant savings with Secret Prices!
See prices drop instantly and save up to 40%

Unlock now



Brook Hotel

52-54 Stamford Brook Road, London, England, W6 0XL, United Kingdom



Hammersmith and Fulham
• 5.2 miles to City centre
• 8.9 miles to Heathrow Airport (LHR)
Collect nights

Just added

Superb 9.0
2 Hotels.com guest reviews
44 reviews

We have 1 left at
£120

for 1 room for 1 night including taxes & fees

✓ Enter coupon code: WINNING

Choose Room

Georgiana's Guest House

2 Crestford Road, Hammersmith and Fulham, London, England, SW6 2AH, United Kingdom



Hammersmith and Fulham
• 3.5 miles to City centre
• 11 miles to Heathrow Airport (LHR)
Collect nights

Just added

Exceptional 10.0
1 Hotels.com guest review

We have 1 left at
£140

for 1 room for 1 night including taxes & fees

✓ free cancellation

✓ Enter coupon code: WINNING

Choose Room

The Royal Horseguards (Booked 1 hour ago)

2 Whitehall Court, London, England, SW1A 2EJ, United Kingdom



West End
• 0.2 miles to City centre
• 14 miles to Heathrow Airport (LHR)
Collect nights

Loved by guests

Superb 9.0
697 Hotels.com guest reviews
5,209 reviews

Special Deal

£365 ~~£310~~

for 1 room for 1 night including taxes & fees

✓ free cancellation

✓ Enter coupon code: WINNING

Choose Room

Sponsored listing

The Chesterfield Mayfair (Last booked 16 hours ago)

35 Charles Street, London, England, W1J 5EB, United Kingdom



Mayfair
• 0.8 miles to City centre
• 13 miles to Heathrow Airport (LHR)
Collect nights

Superb 9.2
280 Hotels.com guest reviews
3,762 reviews

£230

for 1 room for 1 night including taxes & fees

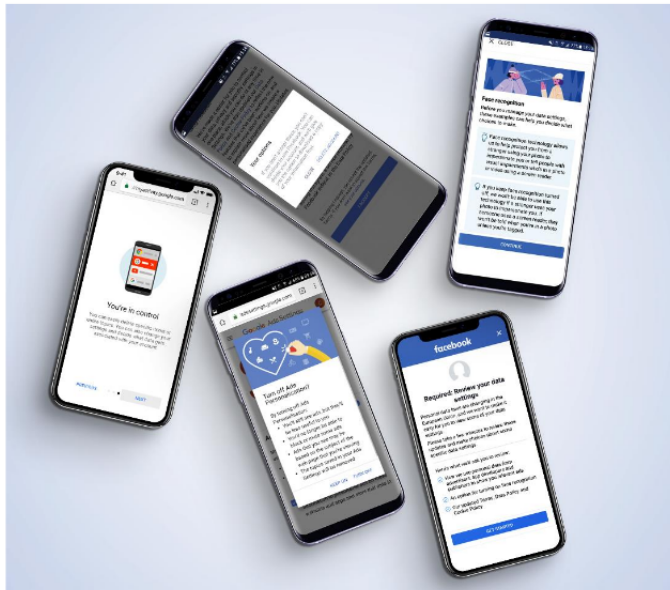
✓ Enter coupon code: WINNING

Choose Room

Sponsored listing

494 people are currently looking at hotels in London





DECEIVED BY DESIGN

How tech companies use dark patterns to discourage us from exercising our rights to privacy

27.06.2018

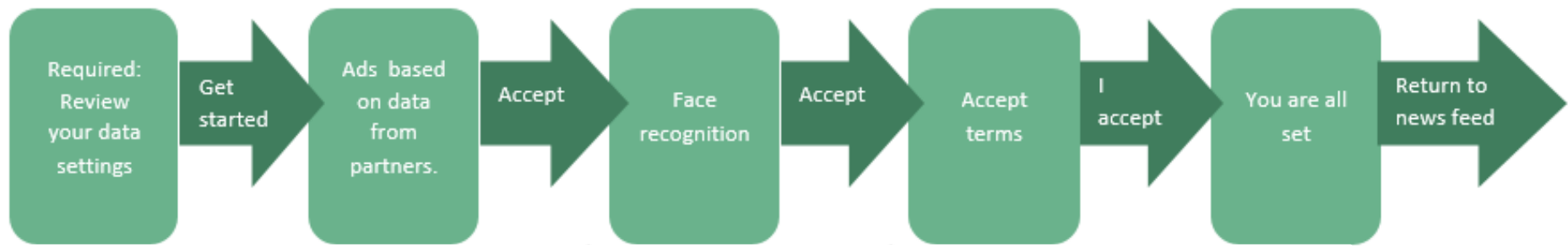


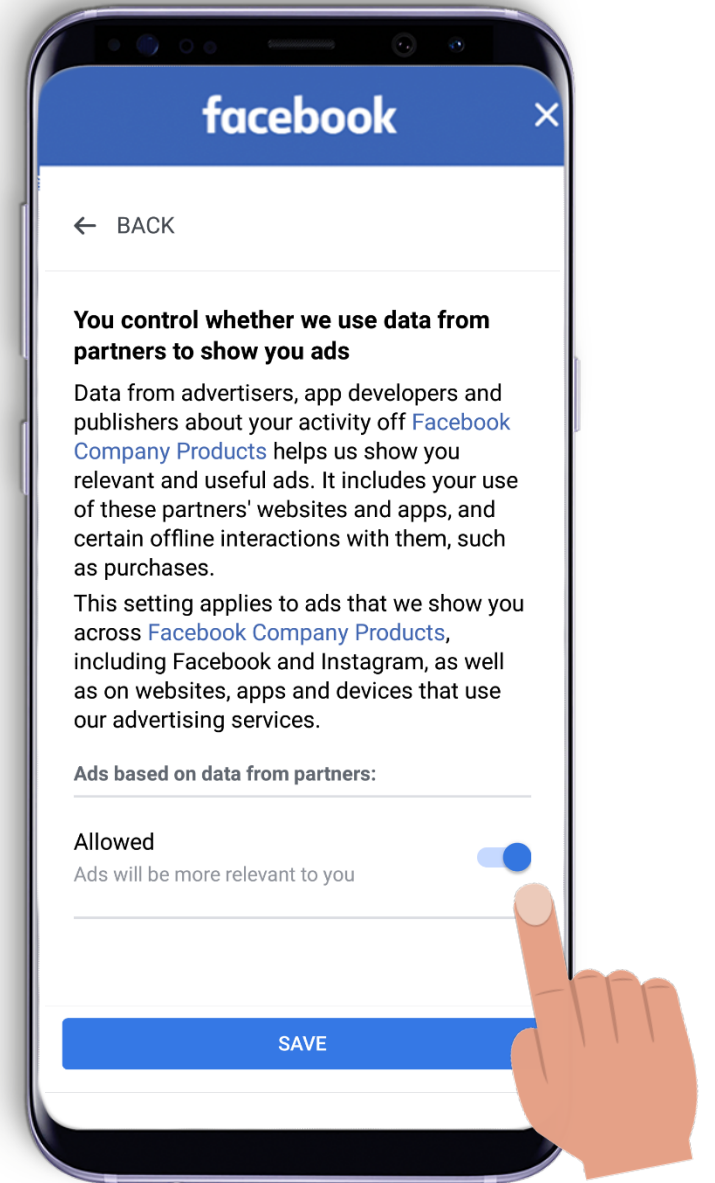
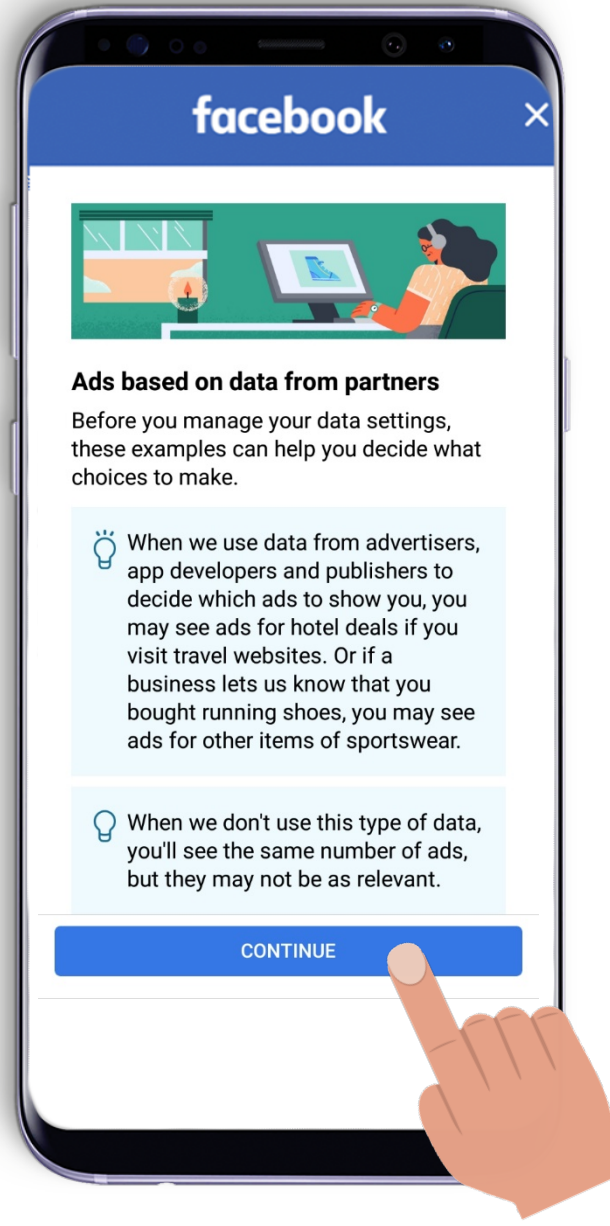
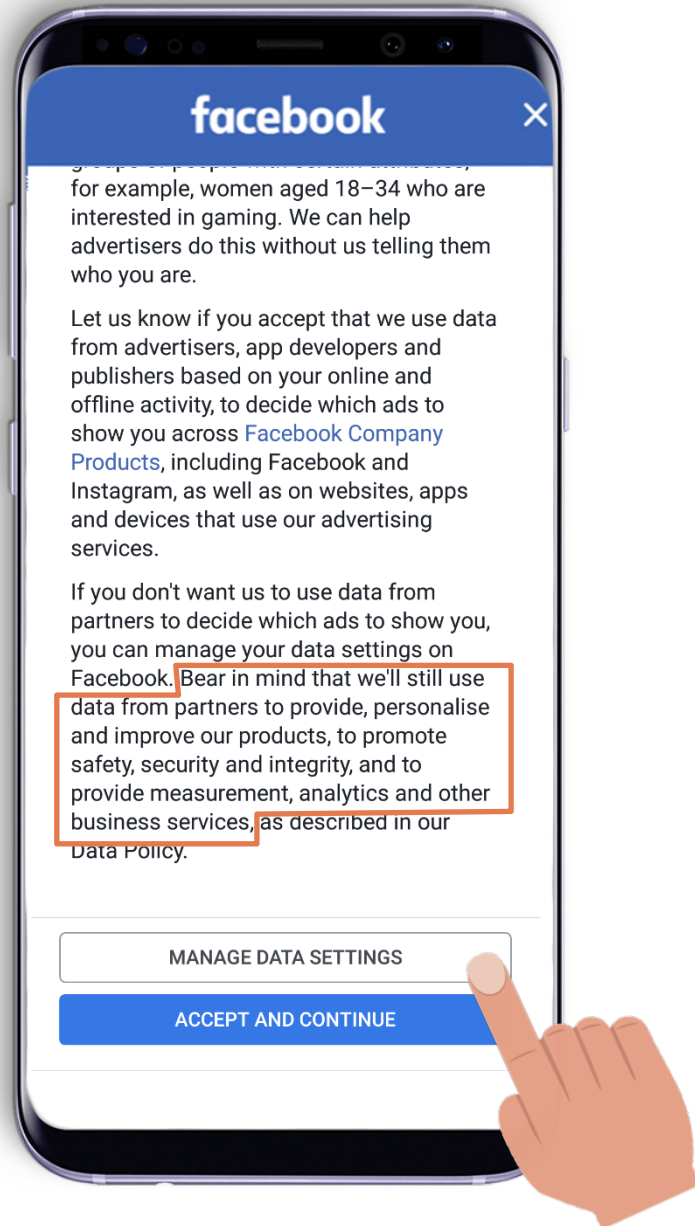
EVERY STEP YOU TAKE

How deceptive design lets Google track users 24/7

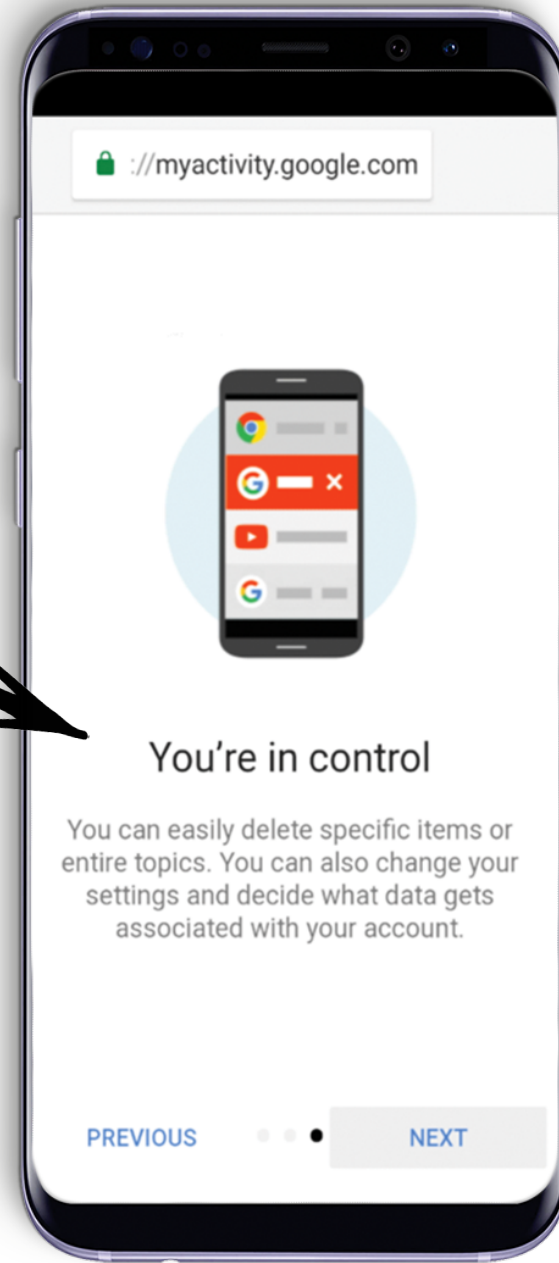
27.11.2018



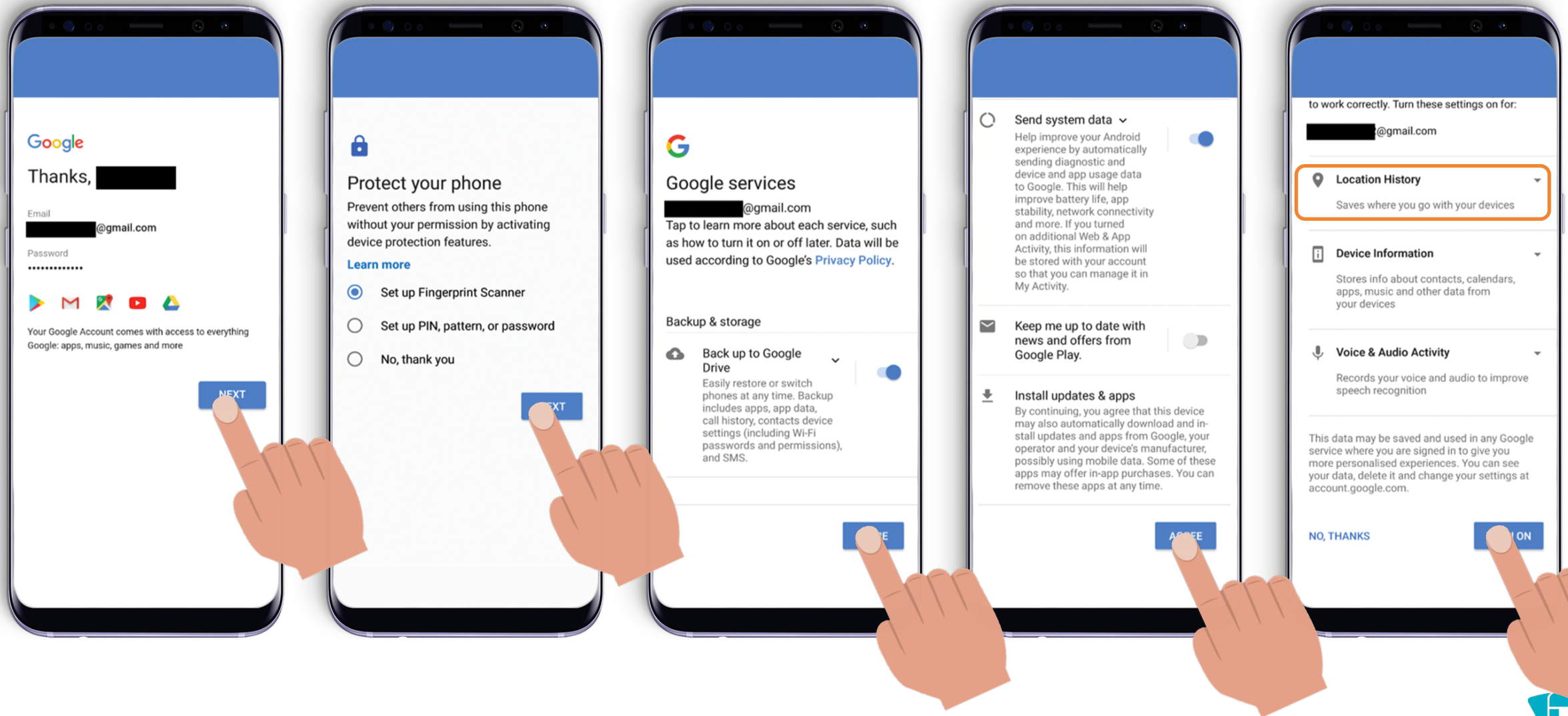




NOT!



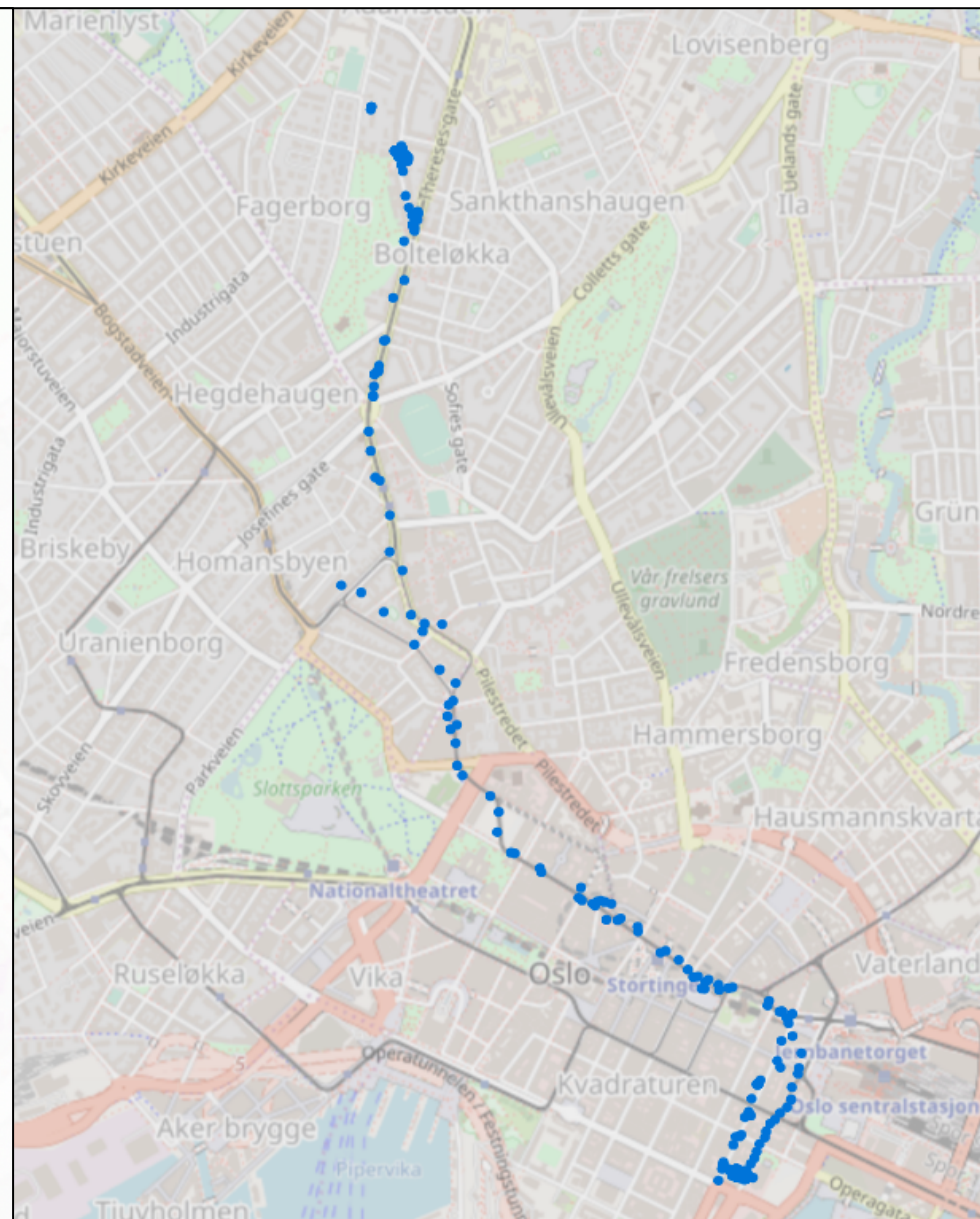
Hva godtar jeg nå?



150 ganger på én time

6pm

6:00pm 6:03pm 6:05pm 6:08pm 6:08pm
6:10pm 6:11pm 6:13pm 6:15pm 6:18pm
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Nett og appaktivitet: Påskrudd og gjemt vekk

Search and YouTube, and we use data from trillions of search queries to build spell-correction models that we use across all of our services.

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Saves your searches, Chrome browsing history and activity from sites and apps that use Google services. This gives you better search results, suggestions and personalisation across Google services.

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Don't save my Web & App Activity to my Google Account

[Learn more](#)

Ads Personalisation
Personalise ads based on your

COMPLAINT TO THE DATATILSYNET UNDER ARTICLE 77(1) OF THE EUROPEAN GENERAL DATA PROTECTION REGULATION¹

A. INTRODUCTION

1. Forbrukerrådet(org.nr. 871033382), by Gro Mette Moen – *Fred Olsens gate 1, 0152 Oslo* has been instructed by [REDACTED] (“the complainant”) to file this complaint on her behalf, on the basis of Article 80(1) of the GDPR.
2. This complaint is filed against Google LLC (“Google”), Amphitheatre Parkway, Mountain View, CA 94043 USA.
3. The complainant wishes to raise concerns regarding the way Google processes her location data. The complainant owns and uses an Android smartphone on a daily basis (Huawei P20 Pro 128GB) The device is associated to her Google user account.

Sample of an ad bought by Times Opinion (not a live ad):

This ad thinks you're trying to lose weight and still love bakeries.

Annonsørenes forbrukermakt

1. Vurder risiko
2. Etikk i valg av kanal og metode
3. Still krav



Sjekk forbrukerradet.no