HOW TO AVOID DARK PATTERNS

☐ **Prioritize transparency**
- Pricing and fees
- Subscription terms
- Data collection policies
- Marketing communications

☐ **Offer truthful choices to users**
- Opt-in instead of opt-out
- Easy subscription management
- Fair comparisons

☐ **Simplify consent and privacy settings**
- Clear, jargon-free language
- One-click privacy controls
- No forced data sharing