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Euroconsumers challenges Netflix' deceptive use of dark patterns through legal action

Euroconsumers is taking a firm stance against Netflix' misleading display of subscription plans, which not only undermines the consumers' rights to transparent and easily accessible information, it also borders on dark patterns. This comes at a time when Netflix's new account policy encourages consumers to explore their various options, and they are now more than ever in need of a clear overview.

It appears that in Italy and Spain the "Basic" subscription plan is not immediately presented to customers & only appears once they click on "see all plans". Obviously, not displaying all available subscription plans generates confusion and wrongly gives the impression there is no alternative between a subscription with ads and the "standard" one, which by coincidence is also more expensive than the "Basic" subscription that is conveniently left out in the initial presentation.

Euroconsumers firmly believes that these practices not only infringe upon consumers' rights but are also intentionally designed to deceive users. In response to this issue, Euroconsumers' members, OCU (ES) and Altroconsumo (IT) have filed official complaints for misleading commercial practices with their respective national consumer protection authorities. The Italian AGCM and Spanish CNMC are now investigating the matter. It has also come to light that France and Germany are similarly affected, which allows authorities to qualify it as a 'widespread infringement' and seek a coordinated approach with their counterparts.

This action comes after [Euroconsumers previously reached out to Netflix to share imminent concerns over the changes in its account sharing policy](#). Euroconsumers and all its members will not tolerate the use of commercial practices or any other reasons as excuses to deceive consumers and strongly urge the streaming giant to promptly adjust its practices.

Please find more information in our article on the topic [by clicking here](#).

ABOUT EUROCONSUMERS : Gathering five national consumer organisations and giving voice to a total of more than 1,5 million people in Italy (Altroconsumo), Belgium (Test Aankoop), Spain (OCU), Portugal (DecoProteste) and Brazil (Proteste), Euroconsumers is the world's leading consumer cluster in innovative information, personalised services and defence of consumer rights. Our European member organisations are part of the umbrella network of BEUC, the European Consumer Organisation. Together we advocate for EU policies that benefit consumers in their daily lives.