

Fair Interface & Dark Patterns Policy

Billion Peoples Technologies | Bazako.com

E 12, Ramganga Vihar Phase 2, Moradabad, Uttar Pradesh – 244001, India

E 12, Ramganga Vihar Phase 2, Moradabad, Uttar Pradesh – 244001, India

Billion Peoples Technologies | Bazako.com | www.bazako.com

E 12, Ramganga Vihar Phase 2, Moradabad, Uttar Pradesh – 244001, India

Effective version: 2026

1. Principle

Bazako.com will design checkout, pricing, consent, cancellation, returns, reviews and advertising flows to be clear, fair and not deceptive.

2. Prohibited interface practices

No false urgency; no misleading countdowns; no hidden mandatory charges; no basket sneaking; no forced action where prohibited; no confirm-shaming; no disguised advertising; no bait-and-switch; no misleading ranking or review manipulation; no deceptive subscription/billing flow.

3. Pricing transparency

All mandatory charges should be disclosed before order confirmation. The final payable amount should be clear. Discounts must not be represented misleadingly.

4. Consent

Consent should be affirmative and understandable. Pre-ticked consent boxes and manipulative consent wording should not be used where law requires affirmative consent.

5. Cancellation/returns

Cancellation and return options should not be deliberately made materially harder than purchase flows.

6. Ranking and seller treatment

Where required, Bazako.com will disclose the main parameters determining search/ranking and material differentiated treatment between sellers/products. Paid placements should be identifiable as advertising where applicable.

7. Reviews

Fake reviews, manipulated ratings and undisclosed incentivised endorsements are prohibited.

8. Audit

Product, UX, marketing and engineering teams should periodically review high-risk user journeys for dark patterns and misleading claims.

9. Compliance basis

Consumer Protection Act, 2019 and Consumer Protection (E-Commerce) Rules, 2020, as applicable.

Legal Metrology Act, 2009 and applicable Packaged Commodities Rules.

Food Safety and Standards Act and applicable FSSAI regulations/guidance for food products.

BIS Act and applicable compulsory certification / Quality Control Orders where a product is covered.

Information Technology Act, 2000 and applicable IT Rules, including the 2026 amendments where applicable.

Digital Personal Data Protection Act, 2023 and Digital Personal Data Protection Rules, 2025, according to their phased

commencement.

CCPA guidelines/advisories on dark patterns, misleading advertisements/endorsements and environmental claims, where applicable.

Legal note: This policy is drafted as a practical India e-commerce compliance document. It does not waive non-waivable statutory consumer, product-safety, tax, data-protection or other legal obligations, and it cannot guarantee that the firm, its partners, officers or personnel will never face statutory liability. Replace bracketed contact/operational fields before publication and obtain professional legal/tax review where practicable.