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DIGITAL FAIRNESS ACT: EU CRACKS DOWN ON INFLUENCER ADS AND MANIPULATIVE APP DESIGN

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EU Observer (10 November 2026)

Fred BYRNE

The European Commission is set to unveil new rules on Wednesday (11 November) to prevent people from being manipulated by companies and influencers but digital rights experts have said the legislation doesnt go far enough.

According to a leak of the draft legislation, seen by EUobserver, the Digital Fairness Act (DFA) imposes more controls on how social media influencers can market products, while combatting dark patterns designed to manipulate consumers online.

In 2022, an EU Commission study found that 97 percent of the most popular websites and apps used by consumers employed dark patterns intentional design choices to manipulate users towards choices that are more profitable for companies.

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Kaynak/Source: