

To

The Central Consumer Protection Authority, ("CCPA"),

Department of Consumer Affairs,

Krishi Bhawan, New Delhi – 110 001.

Email ID: [com-ccpa@gov.in](mailto:com-ccpa@gov.in)

Dear Sir / Madam,

**Sub: Self-Declaration on non-indulgence in any Dark Pattern(s)**

Ref: (i) CCPA Advisory No. CCPA-1/1/2023-CCPA dt 05 June 2025;

(ii) CCPA Guidelines (F. No. CCPA-1/1/2023-CCPA) for Prevention and Regulation of Dark Patterns, 2023, dt. 30 Nov 2023.

We, Curaden India Private Limited [CIN: U74999KA2016PTC098461] a company registered under the Companies Act, 1956 ("Company"), having its Registered office at. # 11, Ground Floor, Global Tech Park, O Shaughnessy Road, Behind Hockey Stadium, Langford Town, Langford Gardens, Bengaluru, Karnataka-560025, inter alia, carries on the business of Importing, distributing, and selling **Oral Health Products**, under the brand name **CURAPOX ("Products")**, in India. As part of our business, we also sell our Products online through our e-commerce platform - [www.curaprox.in](http://www.curaprox.in).

We write regarding the CCPA Advisory in ref (i) above, recommending e-commerce platforms to (i) take necessary steps to ensure they are not engaging in any deceptive and unfair trade practices classified as Dark Patterns according to the Guidelines in Ref (ii) above (such as False Urgency, Basket Sneaking, Confirm Shaming, Forced Action, Subscription Trap, Interface interference, Bait and switch, Drip Pricing, Disguised Advertisement, Nagging, Trick Question, SaaS Billing, and Rogue Malware); (ii) conduct a self-audit to identify risk patterns and ensure steps are taken to remove such dark patterns; and (iii) provide a self-declaration confirming that e-commerce platforms are free from these practices, based on their self-audit findings.

In this regard, we hereby confirm and declare that the Company has conducted a self-audit to identify risk patterns. Further to the afore-mentioned audit, we confirm and declare that our E-commerce Platforms are free from any Dark Pattern(s), and that our Company is not engaging in any Dark Pattern(s).

We hereby request that your office consider and take on record the declaration aforesaid submitted pursuant to our self-audit, and appreciate our Company's compliance with its obligations, as recommended under the Advisory. We place on record our appreciation for the efforts taken by your good office to enable a fair digital ecosystem and to build trust between consumers and e-commerce platforms.

Thanking you,

For Curaden India Private Limited

  
Authorised Signature ★

