

BROWSER CHOICE ALLIANCE

The Browser Choice Alliance is a coalition of browsers dedicated to the principle that consumers should have the right to use their browser of choice on Windows devices.

Microsoft uses dark patterns, technical roadblocks, and deception to stop consumers from selecting the browser they want and setting it as default.

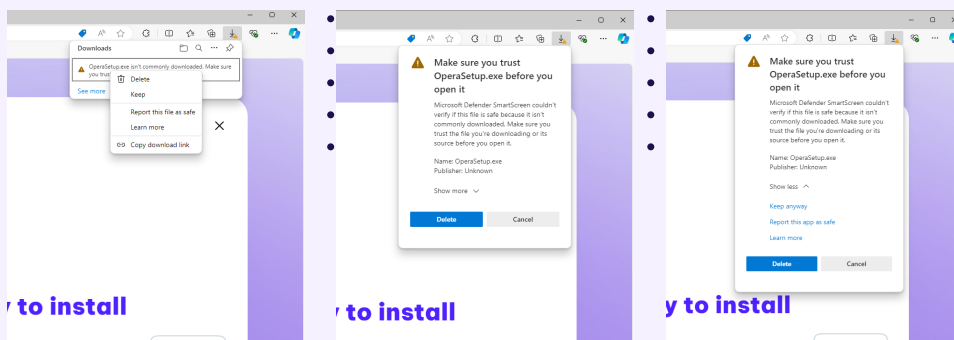
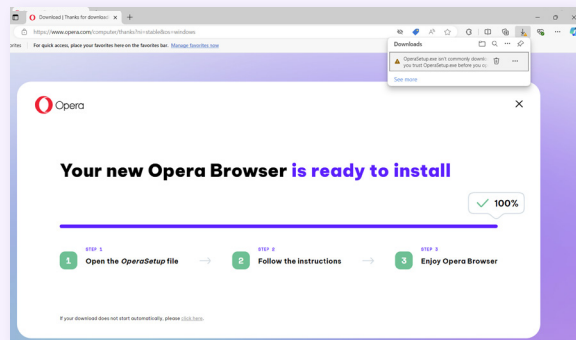
Considering that all Windows PCs come with the Microsoft Edge browser pre-installed and set as the default browser, this is an experience that frustrates and harms consumer choice. These are some of the tactics Microsoft uses...

+



Creating hurdles for users downloading a different browser.

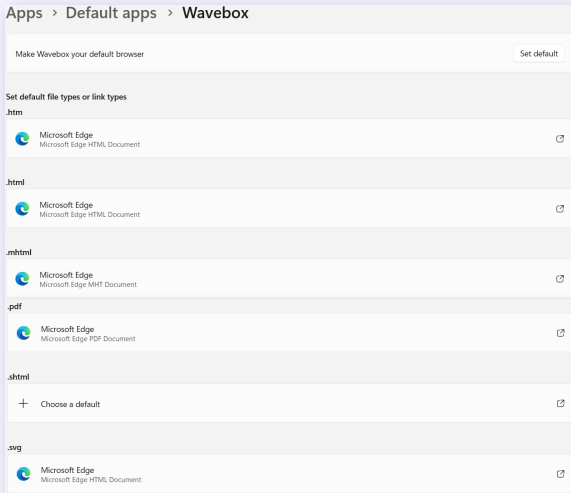
Often, misleading pop-up screens, warnings and excessive and confusing steps are initiated by Windows and Edge when consumers want to download and install an alternative browser, limiting choice and innovative solutions.



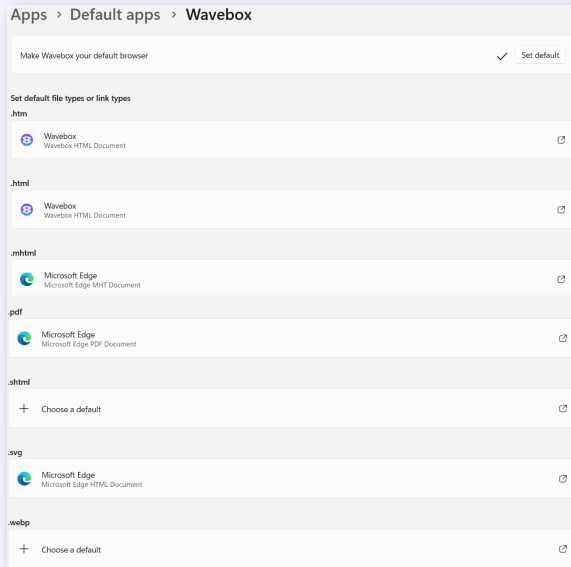
+

Creating hurdles for users to set their preferred browser as default.

Consumers experience difficulties when opening different file types with their preferred browser. In this example, a user had "Edge" by default and decided to switch to use Wavebox. Despite setting Wavebox as a default browser, Edge remained the default browser to open some file types such as pdf which will still open with Edge. This undermines the consumer's choice, affects their experience, and leads them to question the quality of service from Wavebox.



Screen before clicking on "set default" to other browser (Wavebox in this case).

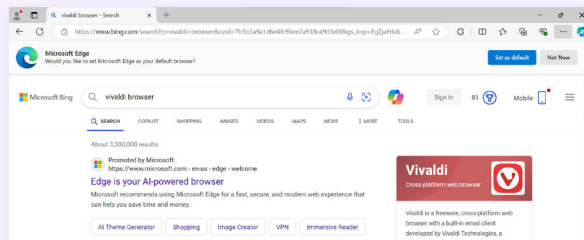
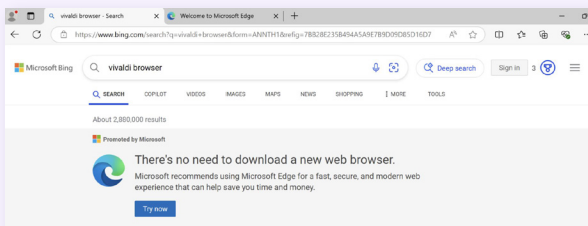


Screen after clicking on "set default".

+

Creating hurdles for users downloading a different browser.

Edge users interested in downloading a different browser (Vivaldi in this example), experience unnecessary pop-ups with ads inviting them to keep using Microsoft Edge as a direct recommendation from Microsoft. This type of message will create confusion or hesitation for users.



+



This is a bad experience for consumers and undermines competition and innovation. Consumers need regulators to intervene and **protect their right to choose.**

browserchoicealliance.org