Welcome and Opening Remarks
Rebecca Kelly Slaughter
Acting Chairwoman, Federal Trade Commission

The Honorable Mark R. Warner
United States Senator from the Commonwealth of Virginia

The Honorable Lisa Blunt Rochester
United States Representative from the State of Delaware

Panel 1: What Are Dark Patterns, and Why Are They Employed?
The FTC has confronted dark patterns in its enforcement work for years, including in recent cases such as ABCMouse and Progressive Leasing. This panel will discuss the characteristics of dark patterns, different types of dark patterns, the factors and incentives that give rise to dark patterns, and similarities and differences among dark patterns and between dark patterns and analogous sales tactics in the brick-and-mortar environment.

Moderators:
Min Hee Kim
Investigator, Office of Technology Research and Investigation, Federal Trade Commission

Miry Kim
Attorney, Division of Marketing Practices, Federal Trade Commission

Panelists:
Harry Brignull
Founder, darkpatterns.org

Johanna T. Gunawan
Doctoral Student, Northeastern University

Katharina Kopp
Deputy Director, Center for Digital Democracy

Arunesh Mathur
Postdoctoral Research Fellow at the Center for Information Technology Policy, Princeton University

Kat Zhou
Product designer, Spotify
Creator of <Design Ethically>

Presentation: Shining a Light on Dark Patterns
Professor Lior Strahilevitz will present findings from his paper with Jamie Luguri, “Shining a Light on Dark Patterns,” based on empirical research involving
consumers’ reactions to graduated levels of dark patterns aimed at manipulating them into paying for unwanted identity theft protection services.

**Presenter:**  
Lior J. Strahilevitz  
Sidley Austin Professor of Law, University of Chicago Law School

**12:00 pm**  
**Lunch Break**

**12:30 pm**  
**Panel 2: How Do Dark Patterns Affect Consumers?**  
We’ll hear from consumer advocates, user experience design experts, and researchers about the effects that dark patterns have on consumer choices and behavior regarding privacy, purchasing, and content selection, the potential harms of dark patterns, and what can make a dark pattern deceptive or unfair.

**Moderators:**  
Andrea Arias  
Attorney, Division of Privacy and Identity Protection, Federal Trade Commission  
Evan Rose  
Attorney, Western Region San Francisco, Federal Trade Commission

**Panelists:**  
Ryan Calo  
Lane Powell and D. Wayne Gittinger Professor, University of Washington School of Law  
Founding Co-Director, UW Tech Policy Lab  
Jennifer King  
Privacy and Data Policy Fellow, Stanford Institute for Human-Centered Artificial Intelligence  
Jonathan Mayer  
Assistant Professor of Computer Science and Public Affairs, Princeton University  
Finn Lützow-Holm Myrstad  
Director of Digital Policy, Norwegian Consumer Council

**1:15 pm**  
**Panel 3: How Do Dark Patterns Specifically Affect Communities of Color?**  
Communities of color have historically been disadvantaged in the marketplace, and those systemic biases have carried over into the online world. In this panel, advocates and experts will discuss the especially pernicious effects of dark patterns on communities of color, drawing on research and real-life case studies.

**Moderator:**  
Rosario Mendez  
Division of Consumer and Business Education, Federal Trade Commission
Panelists:
Jasmine McNealy
  Associate Professor of Telecommunication, University of Florida
Stephanie Nguyen
  Research Scientist, Civic Science Fellow, Rita Allen Foundation
Mutale Nkonde
  Chief Executive Officer, AI for the People Fellow, Stanford University
Kelly Quinn
  Clinical Associate Professor, Department of Communication, University of Illinois at Chicago

2:00 pm
Panel 4: How Do Dark Patterns Target Kids and Teens?
Using visuals, survey data, and real-life examples, this panel will discuss how dark patterns are targeted at children and teens, why kids are especially susceptible to these tactics, and the effects of this targeting on kids, teens, and their families.

Moderator:
Sam Jacobson
  Attorney, Division of Financial Practices, Federal Trade Commission

Panelists:
Criscillia Benford
  Board Member, Campaign for a Commercial-Free Childhood
  Advisory Board Member, Children's Screen Time Action Network
Dona Fraser
  Senior Vice President, Privacy Initiatives, BBB National Programs
Josh Nelson
  Campaign Director, ParentsTogether
Jenny Radesky
  Assistant Professor of Pediatrics, University of Michigan Medical School

2:45 pm
 Break

3:00 pm
Panel 5: How Can We Best Continue to Address Dark Patterns? Potential Strategies for Dealing with Dark Patterns
The panel will discuss the current legal regime and enforcement challenges, how to prioritize efforts to combat dark patterns, as well as potential regulatory, educational, technological, and self-regulatory solutions for mitigating the harmful effects of dark patterns on consumers.

Moderator:
Reid Tepfer
Attorney, Southwest Region, Federal Trade Commission

Panelists:

Brigitte Acoca
Head, Consumer Policy Unit, Organisation for Economic Co-operation and Development

Laura Brett
Vice President, National Advertising Division and New York Office Leader, BBB National Programs

Maureen Mahoney
Senior Policy Analyst, Consumer Reports

Jennifer Rimm
Assistant Attorney General, Office of Consumer Protection, Public Advocacy Division
Office of the Attorney General for the District of Columbia

Lior J. Strahilevitz
Sidley Austin Professor of Law, University of Chicago Law School

Lauren E. Willis
Associate Dean for Research & Professor of Law, LMU Loyola Law School
Co-founder, Consumer Law Scholars Conference

4:15 pm

Closing Remarks

Daniel Kaufman
Acting Director, Bureau of Consumer Protection, Federal Trade Commission